

# TV GUIDE

LOCAL LISTINGS

MARCH 21-27

15c

*A noted scientist explains*

## HOW TV VIOLENCE AFFECTS YOUR CHILD

*see page 17*

MLA

ANN SOTHERN

1989

3119300 376 031 00354681  
W COBLE  
203 SE 6TH  
MARLETTA  
OKLA

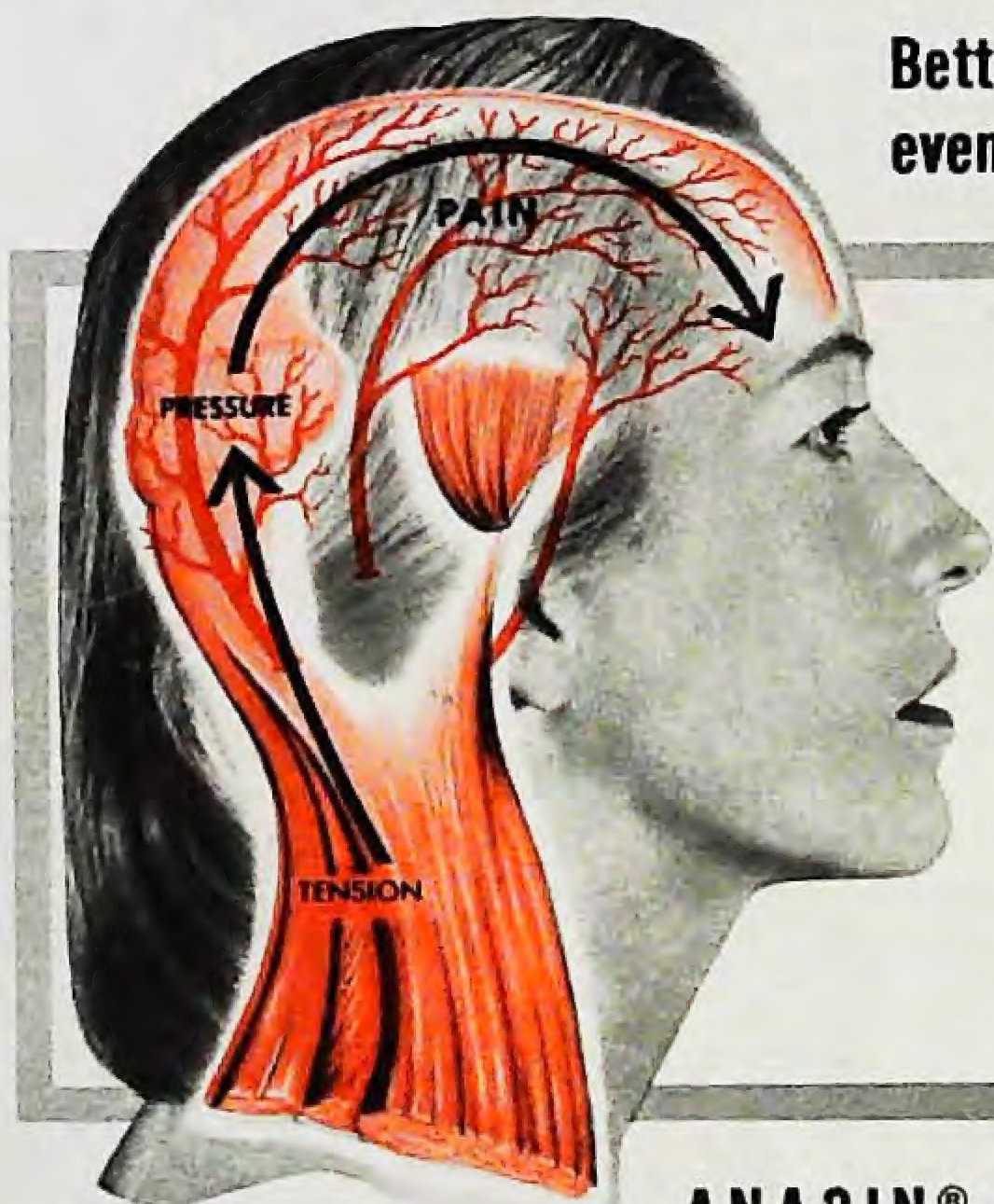
How you can break up the

# VICIOUS CYCLE of NERVOUS TENSION HEADACHES

Better than aspirin  
even with buffering added

## How Tension Headaches Start

90% of all headaches are caused by tension that comes from a source you'd never suspect—the muscles of back of neck and scalp. This tension causes pressure on nerves and tiny blood vessels and results in pain. In turn, the pain builds up more tension, more pressure and makes your headache worse. That's why you should try the special medication in Anacin (not found in aspirin or even in aspirin with buffering) to give fast and more complete pain relief and break up the vicious tension headache cycle.



**ANACIN®** • relaxes tension

• releases pressure

• relieves pain fast

Tension headaches need the special medication in Anacin for more complete pain-relief. So why limit yourself to aspirin or buffered aspirin which contain *only one* pain reliever when you can benefit by the *extra* medication in Anacin? Anacin contains *not just one but a combination* of medically proven ingredients which 3 out of 4 doctors recommend for headache pain. And here's why Anacin gives a 'better total effect' in relieving pain of tension headache, neuritis and neuralgia...

The special medication in Anacin — which you *do not get* in aspirin or buffered aspirin — relaxes the tension, releases the pressure and promptly relieves your headache. Anacin stops the vicious pain cycle fast. Anacin Tablets are safer, too. They do not upset your stomach. Buy Anacin today.

3 out of 4 doctors recommend the ingredients in...



## as we see it

Funny how summer television affects people. Over here the problem of networks and sponsors—who usually treat June, July and August as television's bargain basement—is to get viewers to stay home and keep on watching their sets.

In England the problem seems to be to drag folks away from their sets during the summer months and force them to inhale a bit of fresh air. At least that's what the London County Council had in mind when it took under consideration a project to install television sets throughout the parks of London.

Americans who have strolled through Hyde Park of a midsummer night would be distressed to think of television sets parked on trees and bushes, diverting attention from such standard entertainment as listening to the soap-box orators, watching the duck-feeders at the Serpentine, and observing the romantic couples.

It would be a shame to change all that just because some Britons prefer stuffy rooms and television.

We've a better idea to solve the fresh-air problem in London. If the County Council is serious about forcing people out of their homes and into the parks, it might accomplish the objective much more easily by importing American summer programs—reruns of film series, cheap quizzes, silly panel shows. *That'll* drive them away from their sets! It has worked in America for years—no reason why it shouldn't work in England.

TV GUIDE is published weekly by Triangle Publications, Inc., 400 N. Broad Street, Philadelphia 1, Pa. Second Class Postage Paid at Philadelphia, Pa., and at Additional Mailing Offices. Subscription Rates: In the U.S. and Canada, 1 year \$5.00, 2 years \$9.00, 3 years \$12.00, single copy 15c. Pan-American and Foreign postage extra. Copyright 1959 by Triangle Publications, Inc. No material in TV GUIDE, including program information, may be reprinted without permission of the copyright owner.

National Offices: TV GUIDE, Radnor, Pa.

Subscriptions and changes of address should be sent to TV GUIDE, Box 400, Radnor, Pa. Please include address label when writing regarding subscriptions. Allow four weeks for start of subscription or for delivery at new address.

**TV  
GUIDE**

Published by

TRIANGLE PUBLICATIONS, INC.

WALTER H. ANNENBERG, President

AMERICA'S TELEVISION MAGAZINE

### LOCAL LISTINGS

Week Of March 21-27 Opposite 16

### TELETYPES

New York ..... 6  
Hollywood ..... 31

### STATE OF TELEVISION—3rd Of Series

Violence And Your Child,  
By Margaret Mead ..... 17

### TV GUIDE SURVEY

Education In Television ..... 10

### ARTICLES

George Jessel's Guests ..... 7  
Ann Sothern, Businesswoman ..... 12  
Three Stooges—Mayhem Masters ..... 20  
Lisa Lu—Fragrance Of Peking ..... 28

### PICTURE FEATURE

Different Westerns, Same Street ..... 8

### SPECIAL FEATURES

TV GUIDE Preview ..... 15  
Eggs-Actly Right For Easter ..... 24  
TV Crossword ..... 30

### REVIEW

'Armstrong Circle Theater' ..... 27

Cover Portrait By Yousuf Karsh

Merrill Panitt, Editor  
Alexander H. Joseph, Managing Editor  
Leo Gottlieb, Assistant Managing Editor  
Niel Glixon, Programming Editor  
Frank Eltonhead, Art Director

### NEW YORK BUREAU

Bob Stahl (Chief), Frank DeBlais,  
Mary Karr (Pictures)

### HOLLYWOOD BUREAU

Dan Jenkins (Chief), Bob Johnson,  
Dwight Whitney, Laddie Marshack (Pictures)  
Evelyn Bigsby (Associate Managing Editor  
For Women's Features)

Michael J. O'Neill, Advertising Director  
Christopher J. Bodkin, Jr., Circulation Director

James T. Quirk, Publisher

Vol. 7, No. 12 • March 21, 1959 • Issue #312

# Only On the Big Motion Picture Theatre Screen

A NATION IN CHAINS REBELLING IN ITS RAGE . . .  
A FEARLESS LEADER PITTED AGAINST A CUNNING TYRANT . . .  
AN EMPIRE SWEEPED BY THE MASSED MIGHT OF  
AN OVERWHELMING HUMAN STORM!

Filmed in  
**Technicolor®**  
and  
**Technirama®**

# T E M

Starring

**VAN HEFLIN • SILVANA MANGANO • VIVECA LINDFORS**  
Co-Starring  
**OSCAR HOMOLKA • HELMUT DANTINE • AGNES MOOREHEAD • ROBERT KEITH and VITTORIO GASSMAN**



Paramount presents  
a **DINO**  
**DELAURENTIIS**  
production

... surpassing his superb  
"War and Peace"!

# P E S T

At your  
local theatre  
**SOON!**

**GEOFFREY HORNE** Produced by **DINO DELAURENTIIS**

Directed by ALBERTO LATTUADA • Screenplay by Louis Peterson & Alberto Lattuada • Based on a novel by Alexander Pushkin

# TV Teletype\*



**NEW YORK** Bob Stahl reports:

World of Giants, originally planned as a CBS entry last fall, will go into a Friday night time period starting in early May. The film series stars MARSHALL THOMPSON as a Secret Service agent reduced to about six inches in height by a radiation accident.

\* \* \*

Looks as if Voice of Firestone will return to ABC next fall, but at 10 (ET) Monday nights . . . FRANK GIFFORD, New York Giants halfback, up for the lead in War Against Crime, a projected ABC fall series . . . You Asked for It in late April will show orchestra leader DAVID ROSE's miniature railroad.

\* \* \*

ANNA MARIA ALBERGHETTI visits The Garry Moore Show April 21 . . . With ANDY WILLIAMS slated to replace GARRY MOORE this summer, CBS hopes to build ANDY as star of his own half-hour show next fall . . . BURGESS MEREDITH is set as narrator for "The Human Comedy," Du Pont Show of the Month March 28 . . . New series in the works to star ROBERT PRESTON of Broadway's "Music Man."

\* \* \*

Exciting prospect for next fall: Colgate is talking up plans to revive its old Comedy Hour format, rotating top personalities in an hour-long show each week . . . RCA is mapping a super-budgeted special for the summer to salute the fifth anniversary of its color TV.

\* \* \*

Walt Disney Presents has scheduled "The Leprechaun Hunt" for May 15, to be filmed in Ireland, where the Little People hang out . . . MARY MARTIN will have 250 children in the studio audience for her Easter Sunday matinee show on NBC. The youngsters will participate in many of her songs . . . NBC will televise the Desert Inn (Las Vegas) Golf Tournament April 26.

\* \* \*

DON KNOTTS and LOUIS NYE probably will accompany STEVE ALLEN when he moves his show to Hollywood next fall. TOM POSTON is expected to stay in New York to continue his Broadway career . . . The Three Stooges set for a return match on the ALLEN show April 5.

\* \* \*

First of the new DAVID NIVEN series for NBC Tuesday nights will star CAMERON MITCHELL in "Reach for the Gold Ring." It's scheduled for April 14 . . . BOB STEVENS has been tapped to direct the audition film for CBS's projected World in White series.

\* \* \*

CBS putting together a new audience-participation show, The TV Game, for a late-weekday evening, starting this spring. The network emphasizes it's not to be a big-money giveaway show . . . MAGGIE HAYES and STEVE DUNNE set to co-star in The Blandings, half-hour telefilm series based on "Mr. Blandings Builds His Dream House" and tentatively scheduled for NBC next season.

## Why they all appear

## for little Georgie...



Jessel with actress Agnes Moorehead on his show.

Russell, Dean Martin, Jack Paar, Edgar Bergen, the Mills Brothers and Chico Marx. If they perform, they are paid at scale: \$82.50. And they do it all for little Georgie Jessel.

Why they do it all for little Georgie Jessel is readily understood by anyone who has spent an hour with the man. His wit is warm rather than sharp, he converses easily and he's that rare show-business personality who not only listens to the other fellow but actually encourages him to say more.

In a Hollywood restaurant one recent noon, Jessel expounded quietly on the subject of Jessel. "I was born in the Bronx," he said. "I had exactly eight months of schooling when I was seven. Whatever facility I may have with the English language I credit entirely to reading and retaining. I am not an actor. I have seldom played any part I didn't write myself."

His major project now is public speaking. Starting in February of 1958, he covered 21 cities in 23 days. He averages 66 speaking dates a year on his Bonds for Israel tours alone. He estimates he has raised "more than \$60,000,000" for charities.

Jessel's career started in 1909. He was with the Imperial Singing Trio and the late Gus Edwards' vaudeville acts. He still sings and even has an album out, although his voice could be compared with that of George Burns.

"Mine is better," he says, with a touch of wounded feelings in his voice.

**G**eorge Jessel, now 60 and still remembered by a handful of survivors as the batboy for the then New York Giants around 1909, is holding forth on a weekly, 90-minute local show in Los Angeles these days.

To those who consider this activity a comedown for the "toastmaster general" and former network "goodwill ambassador" and star, Jessel has an icy stare and a financially sound reply. Starting in July, the taped shows will be edited to half an hour and put into syndication around the country.

"Besides," Jessel says, "I enjoy it. Most of my old friends are here, in and around Hollywood. A lot of them come on the show."

KCOP, the station on which Jessel holds forth, can boast an enviable roster of big-name stars, all of them barely paid guests on Jessel's informal show. They include Bing Crosby, Jack Benny, George Burns, Eddie Cantor, Milton Berle, Jimmy Durante, Jane



## THE WESTERNS ARE DIFFERENT



Western fans who have experienced that uneasy 'I've been here before' feeling while watching the hero mosey along a familiar-looking street may take heart. To free viewers of worrisome psychiatric overtones, TV GUIDE publishes these photographs

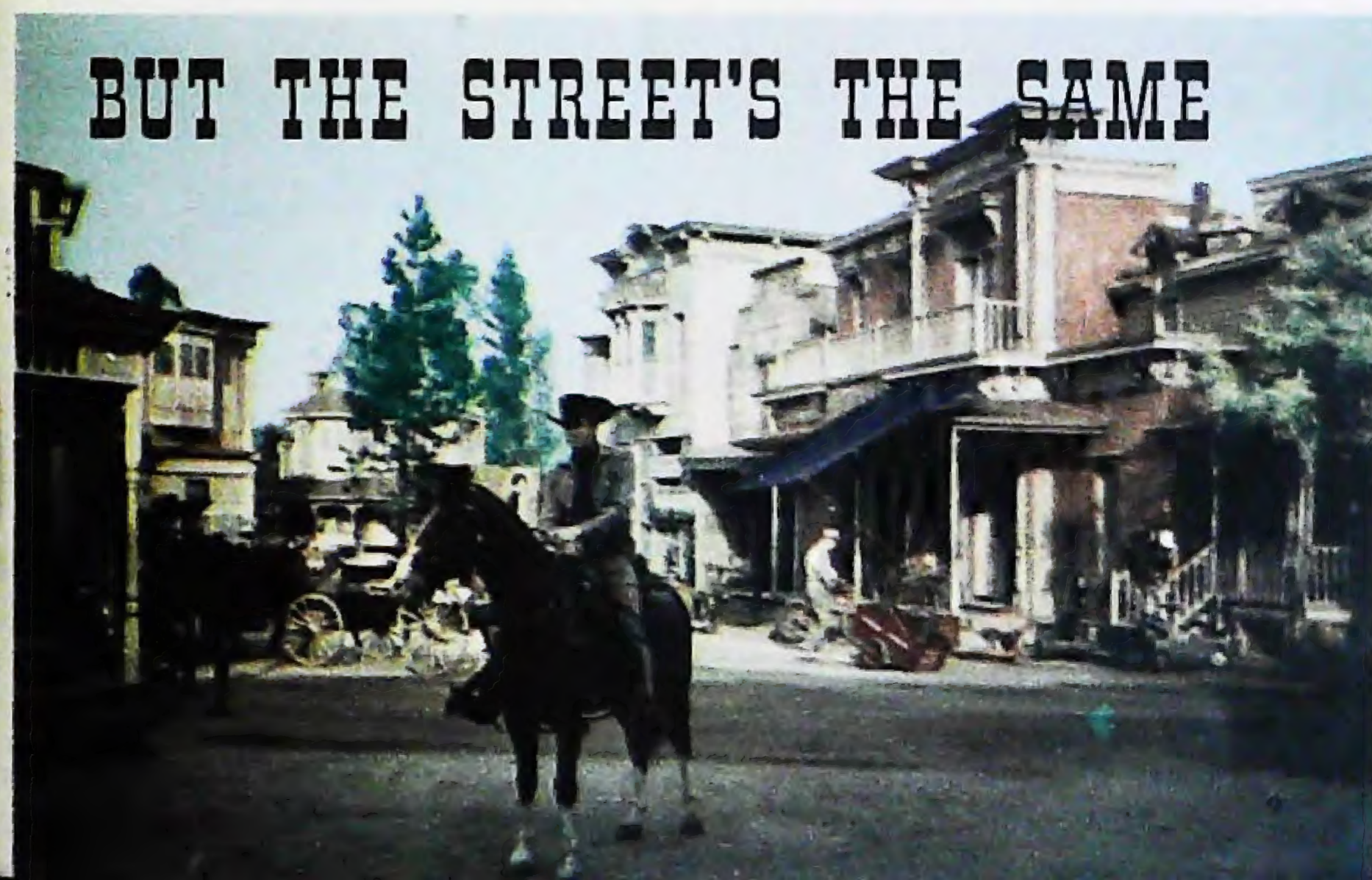
showing how Revue Productions adapts one Western street at Republic Studios for all-purpose use on four shows. About all that ever get changed are the signs. In a single week, the same building can be a saloon, a dance hall, a general store and a post office.



Top, left: *Wagon Train* sets up camp, with Robert Horton and guest star Phyllis Thaxter in foreground. Above: *Cimarron City*'s John Smith (left) and Audrey Totter grin as George Montgomery practices his draw. Bottom, left: John Payne (in foreground with script)

on *Restless Gun* set. Finally, Dale Robertson sits his trusty steed while filming an episode for *Tales of Wells Fargo*. So don't fear that you're losing your grip if you think you've been there before. You have. So have these stars—practically every week, in fact.

## BUT THE STREET'S THE SAME



## Here's what schools offer students

**A** high school student wanting to study television can take his choice of about 300 colleges and universities around the country. In some 30 percent of these, he can major in TV.

But how valuable is such college training? Majoring in TV has some advantages, according to Robert F. Lewine, NBC's vice president in charge of programs. "It would be comparable to majoring in economics or geology or hen-raising, if any of these things are pertinent to what the student wishes to do in the future."

He conceded that there is considerable resistance among the "old guard" at the networks against hiring young people straight out of college. NBC, in fact, has never hired anybody simply because he majored in TV.

One reason for this thinking is advanced by Prof. Garnet R. Garrison, director of broadcasting at the University of Michigan: Many network and advertising-agency executives, he says, are graduates of Ivy League schools, few of which offered extensive training in television.

(One Ivy League school, the University of Pennsylvania, has taken a long stride forward with the establishment of The Annenberg School of Communications, which will include television courses in its graduate cur-

riculum. First classes begin next September. It will be the Nation's first full-time graduate school devoted to the entire communications field, including printed and broadcast media.)

"In the rest of the country," Professor Garrison said, "many stations do turn to the schools in their areas for staff members. A number of station people call upon us at Michigan."

What should a student interested in television consider in selecting a college? The following suggestions were offered by Professor Garrison:

1. Is the school strong in general liberal arts? Television requires a broad cultural background. Lectures, concerts, plays, art exhibitions should stimulate self-growth.

2. There should not be too narrow a concentration on the study of broadcast techniques. The student should take courses in allied fields—psychology, literature, the arts, sociology, journalism, music, political science, marketing, advertising and languages.

3. Are there opportunities to "learn by doing" while attending college? If the school is in an area with commercial or educational TV stations, the student might obtain part-time employment at these stations.

4. How good is the faculty? Have

the instructors had actual meaningful experience in television?

5. Does the school provide sufficient access to facilities comparable to those at television stations?

In schools that offer TV training, students have a wide choice of TV subjects. Those not interested in majoring in television can select single courses in the TV departments. Many schools provide a TV workshop in which students use actual equipment.

In addition, there are courses in TV writing, acting, production, program planning, studio operation, station management, advertising, research, TV marketing, law and engineering. On the technical side, there are courses in electronics, transmitter operation, ultra-high-frequency transmission and facsimile transmission.

Northwestern University, in conjunction with Chicago's WNBQ, offers a six-week symposium on color TV each summer. New York University has a 15-week, noncredit workshop in which the students stage a "typical day in TV" as their final session. The University of Michigan produces and kinescopes an average of four programs each week, then distributes these to about 20 stations, both commercial and educational.

Students in New York University's television workshop await cue during rehearsal for closed-circuit demonstration.

## seeking careers in television

As an example of a day in the life of a senior TV student, here's what he might go through at the University of Denver, which offers a bachelor's degree in television.

At 9 A.M. he reports for his first class, stage lighting. At 10:40, he has a course in creative writing and at 11:40 in TV production. After lunch, he reports to KRMA-TV, a Denver educational station, where he takes over the director's chair or pushes a microphone boom or a camera. At 3, he reports to KLZ-TV, where he does camera work on commercials or live programs until 10 or 11 P.M. On Sunday, he might work on the university's live show, *Focus*, on KRMA-TV.

The need for "people who can program television constructively and sell it constructively" was pointed up by Joseph Weed, president of Weed Radio and TV Corporations. At Iowa State University, he declared:

"I know that today there is a great hue and cry to train qualified technical or engineering personnel to meet the needs of the electronics age. I would like to submit, however, that there is equal if not surpassing need to train people to employ our great means of communication in order that we may be able not only to conquer unknown worlds . . . but in order that we may also be able to understand each other and to live together."

"S

it down," the successful man said to the girl. "I want to teach you how to sell short."

They were father and daughter, the man being W. J. Lake, now a retired importer-exporter, and the girl being Ann Sothern—who was Harriette Lake before she became Ann Sothern. That was shortly before she became Maisie in MGM's series of movies.

Ann is now 47 but still, to all intents and purposes, Maisie. She is also, thanks to her father, a competent businesswoman who is president of five corporations.

"I am the oldest of three girls and my father always wanted a son," Ann noted one afternoon in her new Bel Air home. "I'm devoted to him. He's taught me everything I know about business. Couple of years ago he got me interested in cattle. Now I have 200 head of Aberdeen Angus and soon there'll be almost 400."

Their residence is Ann's A Bar S Cattle Co., Wendell, Idaho, with the unlikely address of 360 N. Camden Dr., Beverly Hills, Cal. Also headquartered at the Camden Drive address are the A Bar S Music Corp., Vincent Productions, Inc. and Ann Sothern's Sewing Center (its "branch" and only shop is at Sun Valley, Idaho). Then there's Anso Productions, Inc., with offices in Hollywood.

For a girl who just sort of "stumbles into" businesses, Ann does a pretty fair job of keeping them going. She got the idea for the sewing center two years ago when she was vaca- **continued**

Ann Sothern dictates letter concerning one of her businesses.

## MADAM PRESIDENT

Ann Sothern,  
head of five corporations,  
has been entertainment's  
bread-and-butter girl  
for 27 years

tioning in Sun Valley, and the urge for knitting came upon her. "I went down to the little business center to look for a yarn shop and couldn't find one. I can now. Mine."

Ann also does all the buying for the sewing center, which today includes both dress and gift departments. She has become something of an expert on materials and the value of gift items.

"I go to the gift shows with all the other buyers and I can just see them thinking, 'There's that TV star. What's she doing here?' And then I start selecting and discarding and using their jargon, and their mouths fall open."

The A Bar S Music Corp., which came into being in 1956, handles things like "Katy," her current show's theme song, on which she and her sister Bonnie Lake collaborated. She now has "a good catalog of songs, including three we've used in the show," and is looking around for a professional music-man to run the company. "It's a cutthroat business," she says, "and I'd just as soon let somebody else run it."

Vincent Productions was formed originally to handle *Private Secretary* affairs and to take two talented youngsters under wing. Ann has since given up on the two youngsters. "They had the talent," she shrugs, "but they wouldn't work. Youngsters today think the magic is going to hit them overnight and they just have to be there." Denying the rumor that she had refused \$500,000 for her interest in the *Private Secretary* reruns, Ann said, "I have never been interested in selling my interest in *Private Secretary*. And people do not make you offers unless they know you are interested."

CBS's current *Ann Sothern Show*, filmed in partnership with Desilu, is handled by Anso Productions and is the one in which Ann takes the most active interest. "I got talked into doing this series," she admits, "but as long

as I was going to do it, I wanted to do it right. They call me the MGM girl over there. 'The things that girl wants!' they say. But you have to do it. You have to do things yourself."

With all her activity, Ann professes to lead a lonely life. "I'm a business-girl in spite of myself," she says wistfully. "I'd much rather run a home than businesses. MCA [the Music Corporation of America talent agency; Ann currently is represented by the William Morris agency] wanted to handle me last year. They said, 'Ann, you're a bread-and-butter girl. Always working, always making money.'

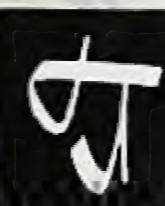
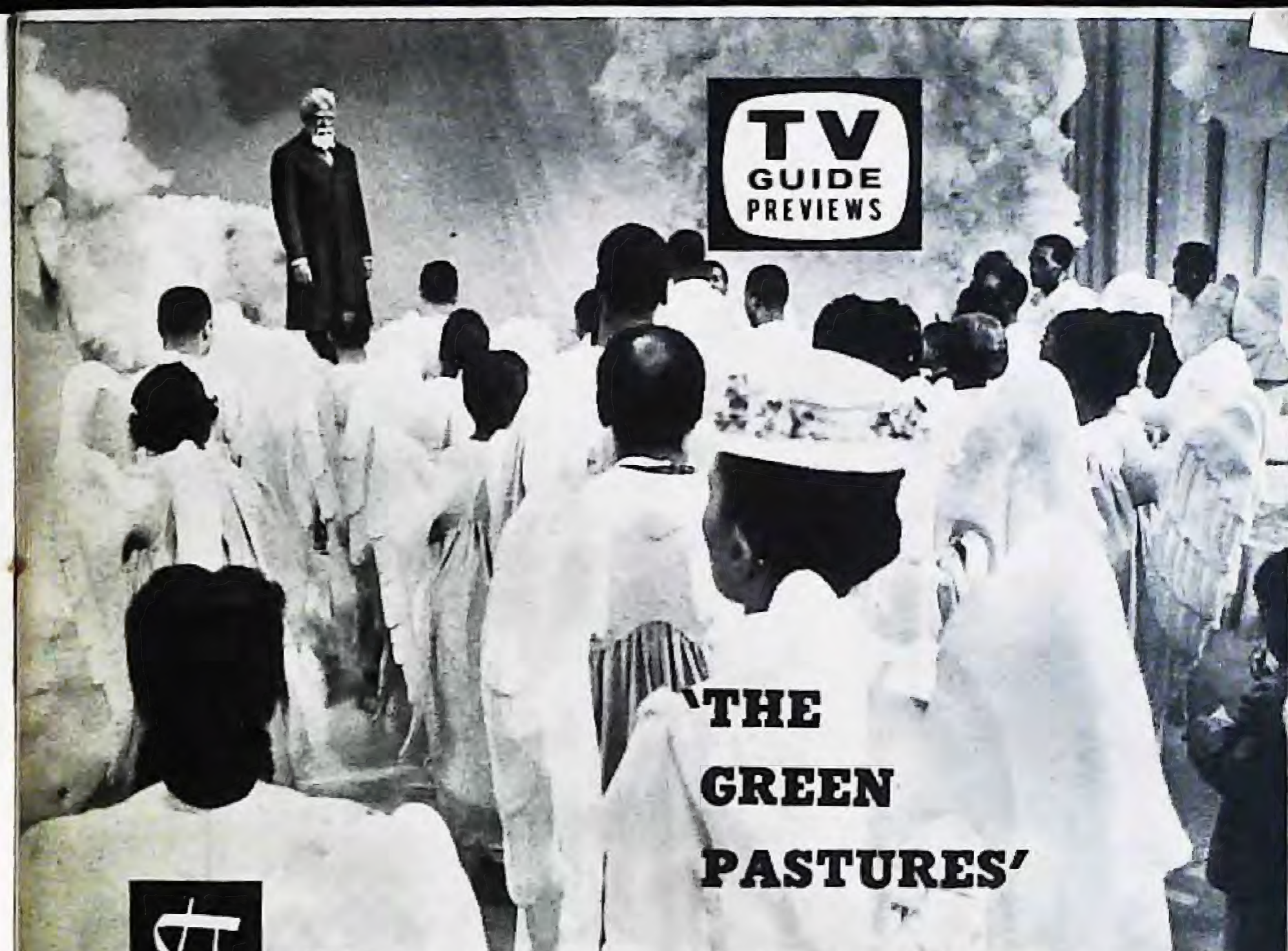
"Well, that's what I am. I leave the house early in the morning and I bring home the bacon late at night and the servants think I'm crazy to work so hard. And I need the servants because I can't run a house while I'm at a studio all day earning the money to pay somebody to run the house while I'm earning the money."

"The house" is a Bel Air mansion Ann bought last October to accommodate her daughter Tish. "When a 14-year-old girl starts bringing her friends home, that's the time you move out of the apartment and get a house. It's the first real home we've had in years." (Tish's father, actor Robert Sterling, and Ann were divorced in 1948 after five years of marriage. Ann previously had been married to bandleader Roger Pryor.)

Bothered by a weight problem which has plagued her ever since a bout with hepatitis 10 years ago, Ann must guard against fatigue, can exercise very little ("I used to play tennis and am now trying to get back into it") and enjoys little social life.

"Frankly," she says, "I would much rather be married and let someone else worry about making a living. I would love to be married to a diplomat, say, and give elegant dinners."

"I would like to live elegantly. Instead, I have to run five businesses."



The Hallmark Hall of Fame, for the first time in its distinguished history, will repeat a show next Monday, March 23. The play is Marc Connelly's adaptation of his stage play "The Green Pastures."

Mildred Freed Alberg, Hallmark's executive producer, explained the reason for the repeat. "The number of phone calls, wires and letters after the first show was overwhelming. Also, a lot of people didn't see the show. You may recall that the first time we did it (Oct. 17, 1957) we were in the same time period as the Mike Todd party from Madison Square Garden. Mike outdrew us almost two to one. We thought it especially appropriate to offer this drama again during the Easter season."

Most of the show's all-Negro cast assembled for the first TV production will be in the repeat showing. William Warfield again will play

De Lawd, and Eddie (Rochester) Anderson will be back as Noah.

Connelly's play opened in New York Feb. 26, 1930, winning the Pulitzer Prize that year. It ran for 640 performances before going on the road for five years, when it was reportedly seen in 112 cities.

Abroad, the play ran into difficulty. It was banned from England by virtue of an old law forbidding portrayal of God by an actor. In Stockholm the actors were pelted with garbage for what an irate Swedish press called "religious lampoonery."

The play has been revived on Broadway twice and was made into a movie in 1936. Eddie Anderson played Noah in the film too.

This second time on TV will be a duplicate of the first as far as cast size (80), expensive sets and production staff are concerned. Miss Alberg expects one change: a tremendously increased audience.



# "A BIG HAND"

*to the independent Television  
Technicians of America  
from the  
Radio Corporation of America*

**5<sup>TH</sup> ANNUAL  
NATIONAL  
TELEVISION  
TECHNICIANS  
WEEK** (Mar 23 to 28)

A TRIBUTE TO THE  
NATION'S INDEPENDENT  
TELEVISION TECHNICIANS  
WHOSE EXPERT KNOWLEDGE  
AND COMPETENT SERVICE  
HAVE MADE POSSIBLE  
TODAY'S HIGH STANDARDS  
OF TV ENJOYMENT



**RADIO CORPORATION OF AMERICA**

® Electron Tube Division

Harrison, N.J.



## "A BIG HAND" to these local Television Technicians during 5th Annual **NATIONAL TELEVISION TECHNICIANS WEEK**

*March 23 to 28*



### DALLAS

Britain TV Service  
PH. DA 7-0569

Burke Radio & TV #1  
3417 South Lancaster  
PH. FR 4-1875

Burke Radio & TV #2  
10335 Ferguson Road  
PH. DA 8-1645

Blasingame Radio & TV  
Calvin Krueger, Owner  
7704 Denton Drive  
PH. FL 2-0469

Frank Lester's  
University Radio  
6225 Hillcrest  
PH. LA 8-8652

Marsh Lane TV  
104 Marsh Lane

Robinson Radio & TV  
1905 McMillan  
PH. TA 4-8596

Preston Hollow TV  
5810 Live Oak  
PH. TA 6-1060

Smith Radio & TV  
4536 Travis St.

S. O. S. Radio  
906 East Jefferson  
PH. WH 6-3189

Worsham Appliance  
268 Wynnwood Village  
PH. WH 2-1814

### CORSICANA

Buck's Appliance  
119 North Beaton  
PH. TR 4-8431

### DENISON

Blackwell's TV Service  
413 North Armstrong

Bill Tomlinson TV Service  
3120 West Morton

### DENTON

King's Radio & Electric Co.  
West Side Square  
PH. DU 2-6423

### FAIRFIELD

Hill Hardware

### FT. WORTH

Vergal Bourland  
2200 W. Sixth

### GARLAND

Arrington Radio & TV Ser.  
PH. BR 8-2728

### GRAND PRAIRIE

Stricklin TV Service  
201 S. W. Dallas St.  
PH. AN 2-2667

### IRVING

Lee's Radio & TV  
1508 Irving Blvd.

### ITALY

Dial's Radio & TV

### JACKSONVILLE

W. A. Groom Appliance  
PH. 2538

### MARLIN

Lewis Music Company

### MART

Don's Sales & Service

### MOODY

Logan Hatter

### MUNDAY

Strickland Radio & TV  
PH. 7621

### PALESTINE

Palestine TV Service

### PLANO

C. L. Harrington

### SHERMAN

Lloyd Home Appliance  
West Side Square  
PH. TW 2-4174

### TEAGUE

Western Auto Store

### TROUP

Bert's TV  
Troup Hardware

### TYLER

Mayer & Schmidt  
404 North Beckman

*For top performance, call your nearest  
RCA TV Service Technician*

**Adleta Company**

AUTHORIZED



DISTRIBUTOR

# This Week

(TeleVision Guide)

(Information applies only to channel numbers indicated in parentheses)

## TIME OR CHANNEL CHANGES

Meet the Press Sun. 3:30 P.M. (5) (6)

## DEBUTS

Deadline for Action Mon. 8:30 P.M. (8)  
 Ten-four Mon. 9:30 P.M. (8)  
 Gray Ghost Wed. 8 P.M. (6)  
 Hayes and Henderson Thurs. 7:30 P.M. (5) (6)

## GOING OFF

Ice Hockey Sat. 1 P.M. (4) (10)  
 College Basketball Sat. 3 P.M. (5) (6)  
 Playhouse of Mystery Tues. 7 P.M. (4)  
 Schlitz Playhouse Fri. 8:30 P.M. (4) (10)

## SPECIALS

College Basketball Sat. 3 P.M. (5) (6)  
 Change of Heart Sun. 1:15 P.M. (8)  
 Great Challenge Sun. 1:30 P.M. (4)  
 Leonard Bernstein Sun. 3:30 P.M. (4)  
 Science Series Sun. 5 P.M. (5) (6)  
 Steve Allen Sun. 6:30 P.M. (5) (6)  
 Hallmark Hall of Fame Mon. 8:30 P.M. (5) (6)  
 Perry Como Tues. 7 P.M. (5) (6)  
 Boxing Wed. 9 P.M. (8)  
 Holy Week Fri. 1:30 P.M. (5) (6)  
 Shroud of Turin Fri. 1:30 P.M. (8)  
 High Adventure Fri. 7 P.M. (4) (10)

## SPORTS

Ice Hockey Sat. 1 P.M. (4) (10)  
 Championship Bowling Sat. 1 P.M. (6)  
 College Basketball Sat. 3 P.M. (5) (6)  
 All-star Golf Sat. 5 P.M. (8)  
 Pro Basketball Sun. 1:30 P.M. (5) (6)  
 Championship Bowling Sun. 3:30 P.M. (8)  
 Roller Derby Sun. 3:30 P.M. (10)  
 Skaters Derby Sun. 3:30 P.M. (11)  
 Bowling Stars Sun. 4:30 P.M. (8)  
 Wrestling Mon. 9 P.M. (11)  
 Boxing Wed. 9 P.M. (8)  
 Boxing Fri. 9 P.M. (5) (6)

## COLOR

Travelog Sat. 4 P.M. (4)  
 Perry Como Sat. 7 P.M. (5) (6)  
 Builders' Showplace Sun. 1 P.M. (4)  
 Science Series Sun. 5 P.M. (5) (6)  
 Steve Allen Sun. 6:30 P.M. (5) (6)  
 Dinah Shore Sun. 8 P.M. (5) (6)  
 Truth or Consequences Mon.-Fri. 1 P.M. (5) (6)  
 Haggis-Baggis Mon.-Thurs. 1:30 P.M. (5) (6)

Continued on page A-5

## TELEVISION DIARY

**John the Giant Killer:** John (Restless Gun) Payne blazed away at an opponent far more formidable than any he had ever met on the screen. He and Music Corporation of America, the giant talent agency which controls a large percentage of all filmed TV, were fighting over who rules *Restless Gun* (in which MCA, through its subsidiary, Revue, has a quarter interest). Irrked by "constant interference," Payne ordered MCA to "take your hands off my show," and went through with his decision—hotly disrupted by MCA to give *Restless Gun* producer David Dortort his release to produce an NBC show, *Bonanza*—in which MCA has no direct interest.

**It Never Rains But:** The Three Stooges, a success once more (see story on page 20), made TV news last week. Screen Gems announced the availability of 40 more shorts made by the slapstick comedians to add to the 78 already rife on TV. Meantime the studio was swamped with offers from toy manufacturers, comic-book publishers and record companies, all wishing to cut themselves in.

**Best of the Big Ones:** *Playhouse 90* achieved a major breakthrough in TV drama with Part I of its massive two-part (three-hour) version of Ernest Hemingway's *For Whom the Bell Tolls*. Despite rather stagey—and at times woefully inadequate—sets, the show compared favorably with the 1943 movie. A.E. Hotchner, who did the adaptation of the novel for TV, flew out to Hemingway's private lodge in Ketchum, Ida., to get papa's reaction to the program face to face. The betting at CBS was that papa would be pleased.

—Dwight Whitney

## LATE... and EXCLUSIVE

■ You'll be happy to know (see *As We See It*, page 3) that the London County Council has decided NOT to fill London parks with television sets this summer . . . VIC DAMONE wants to star in a Western series. That would make it TV's first adult singing Western.

■ NBC sports chief TOM S. GALLERY proved a shrewd bidder in grabbing off the NCAA football games again for next fall. The NCAA invites the networks to submit closed bids. Last year GALLERY's \$1,800,000 was the only bid entered. This year CBS also submitted one, which, alphabetically, was opened first. It was for \$2,000,000. Came a hush as the NCAA execs opened GALLERY's bid, which had to top CBS's. It was for \$2,200,000, automatically giving NBC the rights for the fifth consecutive year.

■ All the publicity about PERRY COMO's new \$25,000,000 Kraft deal is expected to backfire on PERRY. As one talent agent pointed out, "They announced the money is to include guest fees. Well, if COMO has that much to spend, I want more for my people than he's paid them until now" . . . CBS hoping to elevate daytime TV standards with its planned series of hour-long daytime specials titled *Woman!* First one, scheduled for May, carries a \$60,000 price-tag and the network hopes to land JANE WYMAN as hostess.

■ That two-hour *Meet Me in St. Louis* special April 26, originally scheduled as a live production, will be pre-taped. Seems MGM discovered it owns rights only for reproduction, not for an original show—and taping makes it a reproduction. The show will cost about \$750,000 for time, talent and production, just \$75,000 less than last fall's *Wonderful Town*, still TV's most expensive one-shot.

—R. S.

## LOCAL... and TIMELY

■ In a survey compiled by Ch. 5, there were 695,000 TV sets in the Ft. Worth-Dallas area as of Mar. 1, 1959. A constant check on set increases has been effected by Ch. 5 since the station went on the air as the pioneer TV outlet in the Southwest, Sept. 29, 1948.

■ Today with DAVE GARROWAY (7 A.M., Chs. 5, 6, weekdays), will originate from Dallas during the opening of the city's newest hotel early in April.

3400 Montrose Blvd., Houston 6, Texas. Phone: JACKSON 6-1578

Member: Audit Bureau of Circulations



For Week Beginning March 21, 1959

## SATURDAY MORNING

- 7:30 **8** AGRICULTURE ON PARADE  
"Meat from Range to Market." (Film)
- 7:45 **8** THROUGH THE PORTHOLE
- 8:00 **4** CARTOONS—Kids  
**5** HAND ARTS—Education  
**8** MOVIE—Western  
"Powder River Rustlers." (1949) A man plans to defraud the citizens of El Dorado. Allan "Rocky" Lane, Eddy Waller.
- 8:30 **4** CAPT. KANGAROO—Kids  
Dancing Bear arranges a treasure hunt. Tom Terrific cartoon. (Tape)
- 5** **10** TEXAS CURRICULUM
- 9:00 **5** **6** HOWDY DOODY—Kids  
"The Clown Contest." With Clarabell out of town, everyone else dresses up as a clown to compete for the Hick Cup in the clown contest. (Tape)
- 8** MOVIE—Adventure  
"Return to Treasure Island." (1954) A girl in possession of a treasure map sets sail for the South Seas. Tab Hunter, Dawn Addams, Porter Hall.
- 10** CAPT. KANGAROO—Kids  
See 8:30 A.M., Ch. 4 for details.
- 9:30 **4** **10** MIGHTY MOUSE—Cartoons  
1. "Uncle Joey Comes to Town." 2. "The Tortoise Wins Again." 3. "The Mosquito." 4. Mighty Mouse in "Gypsy Life."

- 5** **6** RUFF AND REDDY  
Ruff and Reddy discover a plan to send robots to invade the earth from the planet Muni Mula. Jimmy Blaine is host.
- 10:00 **4** **10** HECKLE AND JECKLE  
Cartoons: 1. "Mexican Baseball." 2. "Mouse Meets Bird." 3. "The Timid Scarecrow." 4. "Cat Trouble."
- 5** **6** FURY—Adventure  
"Bounty Hunters" Joey and his friends want to hunt a cougar, at large in the area, but their parents insist that they learn more about rifles before they do. Peter Graves. (Film)
- 10:30 **4** **10** ROBIN HOOD—Adventure  
"Hue and Cry." A young man steals the deputy sheriff's gold chain-of-office. Richard Greene. (Film)
- 5** **6** CIRCUS BOY—Adventure  
"Counterfeit Clown." Mrs. Minerva Murdock, a widow, hires the circus to entertain at a party. Mickey Braddock. (Film)
- 8** TERRYTOWN THEATER
- 11:00 **4** SKY KING—Adventure  
"Mickey's Birthday." Sky and Penny take Mickey to an amusement park where the youngster becomes the tool of a pair of smugglers. Kirby Grant. (Film)
- 5** **6** TRUE STORY—Drama  
"An Attractive Family." A family of three, responsible for two undetected crimes, plot to kill a young heiress whose death will net them a fortune. Jan Miner. Kathi Norris is hostess. (Tape)

### Channels listed in program section

<b>4</b> KRLD-TV	(CBS) Herald Square, Dallas	RI 2-6811
<b>5</b> WBAP-TV	(NBC) 3900 Barnett St., Ft. Worth	JE 6-1981
<b>6</b> KCEN-TV	(NBC) P. O. Box 188, Temple	PR 3-6868
<b>8</b> WFAA-TV	(ABC) 3000 Harry Hines Blvd., Dallas	RI 1-3315
<b>10</b> KWTX-TV	(CBS, ABC) 4520 Bosque Blvd., Waco	PL 6-4451
<b>11</b> KFJZ-TV	(Independent) 4801 W. Freeway, Fort Worth	PE 7-6631

MARCH 21

Morning-Afternoon

SATURDAY

- 8** **10** UNCLE AL—Kids  
Highlights "Eggbert, the Easter Egg," "The Whistling Rabbit," "The Hop Hop Happy Rabbit." (Tape)
- 11:30 **4** MOVIE—Western  
"Carson City Raiders." (1948) A reformed bandit is threatened by outlaws Allan "Rocky" Lane, Buck Jones.
- 5** **6** DETECTIVE'S DIARY  
"Calling Charlie, Emergency." When a man threatens to blow up a government building with a homemade time-bomb, Saber has two hours in which to find him. Donald Gray. (Film)
- 10** LET'S EXPLORE—Education

## AFTERNOON

- 12:00 **5** TOWN AND COUNTRY—Pigg  
**6** MR. WIZARD—Education  
"Describing Space with Geometry." Don Herbert. (Film)
- 8** QUIZ 'EM ON THE AIR  
**10** MOVIE—Western  
**11** MOVIE—Western  
"Red River Valley." (1941) Western about the theft of a huge sum of money. Roy Rogers, George "Gabby" Hayes.
- 12:15 **5** TELEVIEWS—Panel
- 12:30 **4** NEWS  
**5** CHRISTIAN QUESTIONS  
"Forgiveness" is the topic of discussion today. Luther Adkins is the moderator for this live and film show.
- 6** LEARN AND LIVE—Education  
**8** I LED THREE LIVES—Carlson  
Philbrick is ordered to pick up a package from an unknown person. Richard Carlson. (Film)
- 12:45 **4** PRO HOCKEY CONTEST  
In the final and deciding contest of the series Red Sullivan of the New York Rangers meets Norm Ullman of the Detroit "Red Wings." Bud Palmer reports from Detroit.
- 1:00 **4** **10** ICE HOCKEY—Rangers vs. Red Wings  
The New York Rangers face the Detroit Red Wings at the Detroit Olympia. Bud Palmer and Fred Cusick report.
- Last ice-hockey telecast of the season  
**5** PLEASURE ISLAND—Johnny Hay

- 6** CHAMPIONSHIP BOWLING  
**8** CHARLIE CHAN—Mystery  
"Something Old, Something New." A petty thief is held for the murder of a wealthy woman J. Carrol Naish. (Film)
- 11** MOVIE—Drama  
"Tomorrow Is Too Late." (Italian, 1952) A girl falls in love with a young man who is not up to her family standards. Pier Angeli, Vittorio de Sica.
- 1:30 **8** MR. DISTRICT ATTORNEY  
The district attorney smashes a gambling syndicate. David Brian. (Film)
- 2:00 **5** MOVIE—Western  
"Bullet Code." (1940) Cattle rustlers plague an honest rancher. George O'Brien, Virginia Vale, Slim Whitaker.
- 6** TEN FOR SURVIVAL—Huntley  
**8** MOVIE—Mystery  
"Enemy Agents Meet Ellery Queen." (1942) A sleuth tangles with foreign agents. William Gargan.
- 2:30 **6** HAND ARTS—Education  
**11** ABBOTT AND COSTELLO  
"The Dentist Office." Lou tries to get into jail. (Film)
- 3:00 **5** **6** COLLEGE BASKETBALL—National Invitation Tournament  
**SPECIAL** The championship game of the 22nd annual National Invitation Tournament is telecast from Madison Square Garden, New York City. Today's finalists have survived eliminations which began nine days ago. Lindsey Nelson reports.
- 8** AFRICAN PATROL—Drama  
"No Place to Hide." After a man is murdered, Jim Carter eagerly confesses. John Bentley. (Film)

## THIS WEEK . . .

Continued from page A-2

Teen-age Downbeat	Mon.-Fri. 5:30 P.M. (5)
News, Weather	Mon.-Fri. 6 P.M. (5)
Hallmark Hall of Fame	Mon. 8:30 P.M. (5) (6)
Perry Como	Tues. 7 P.M. (5) (6)
Price Is Right	Wed. 7:30 P.M. (5) (6)
Milton Berle	Wed. 8 P.M. (5)
Ernie Ford	Thurs. 8:30 P.M. (5) (6)
Masquerade Party	Thurs. 9:30 P.M. (5) (6)
Northwest Passage	Fri. 6:30 P.M. (5) (6)
High Adventure	Fri. 7 P.M. (4) (10)
Ellery Queen	Fri. 7 P.M. (5) (6)

# SATURDAY

MARCH 21

Afternoon-Evening

## EVENING

- 11 I MARRIED JOAN**—Comedy  
"Jailbirds." Joan takes care of an injured raven. Joan Davis. (Film)
- 3:15 **4 SPORTS**—Mercer, Harrison
- 3:30 **4 CARTOONS**—Kids
- 8 SCIENCE FICTION THEATER**  
"When a Camera Fails." A man claims that he has perfected a camera that takes pictures of the past. Gene Lockhart, Mack Williams. (Film)
- 10 LIFE WITH ELIZABETH**—Comedy
- 11 MOVIE**—Mystery  
"Blind Spot." (1947) A writer is arrested for murdering his publisher. Chester Morris, Constance Dowling.
- 3:45 **4 NEWS**—Bob Brock
- 4:00 **4 COLOR TRAVELOG**
- 8 DALLAS BANDSTAND**—Music
- 10 FLASH GORDON**—Space
- 4:30 **4 10 LONE RANGER**—Western  
"Two Against Two." A killer escapes from prison and sets out to get even with the Lone Ranger. Clayton More, Jay Silverheels. (Film)
- 5:00 **4 JOHNNY HICKS**—Variety
- 5 MOVIE**—Drama  
"Joy of Living." (1938) A successful young actress' bank account is steadily drained by her parasitic family Irene Dunne, Douglas Fairbanks, Jr.
- 6 COMMAND PERFORMANCE**  
"Here Comes Calvin." A vaudeville actor gets mixed up in the stock market. Jack Carson, Allen Jenkins. (Film)
- 8 ALL-STAR GOLF**—Miami Springs  
Sam Snead tries to extend his string of nine victories. His opponent is Jack Burke, Jr. Dick Danehe reports from Miami Springs, Fla. (Film)
- 10 LEARN AND LIVE**—Education
- 11 ADVENTURE THEATER**  
1. Jungle Queen: episode 5, "The Burning Jungle." 2. Rustlers of Reddog: episode 12, "Law and Order." 3. Gang Busters: episode 12, "The Long Chance." (Film)
- 5:30 **4 COMMAND PERFORMANCE**  
"Bed and Board." A man promises his wife a mansion but ends up giving her a boarding house. Charles Coburn. (Film)
- 6 SPORTS**—Dub King
- 10 REPORT TO THE PEOPLE**
- 5:45 **10 AIR FORCE STORY**

- 6:00 **4 NEWS**—Reid Collins
- 6 HAWKEYE**—Adventure  
"False Witness." Hawkeye is hired to investigate a series of robberies of Army payrolls. John Hart, Lon Chaney. (Film)
- 8 DANGER IS MY BUSINESS**  
"Speed Merchant." Auto racer Ray Crawford tells of the importance of safety precautions in the cars he builds. (Film)
- 10 LEAVE IT TO BEAVER**—Comedy  
"The Bus Ride." Beaver wants to visit a friend who lives quite far from the Cleavers, so Wally accompanies him on a bus trip. Jerry Mathers. (Film)
- 11 POPEYE**—Cartoons
- 6:15 **4 POLICE REPORT**—Dallas
- 11 MOVIE**—Melodrama  
"She-wolf of London." (1946) A couple meet and fall in love but before they can marry two murders occur in the girl's home. Don Porter, June Lockhart.
- 6:20 **4 WEATHER**—Jack Harrison
- 6:30 **4 10 PERRY MASON**—Mystery  
"The Case of the Lost Last Act." Frank Brooks, a theatrical "angel," is charged with murdering a playwright and he hires Perry Mason to defend him. Raymond Burr, Barbara Hale. (Film)
- 5 6 PEOPLE ARE FUNNY**  
1. Host Art Linkletter's son Jack interviews the mothers of three infants, who are shown to a contestant. One of the babies is Jack's own son, and the contestant, a sailor, must guess which 2. A Univac couple continue the phone stunt in an attempt to win \$6000. (Film)
- 8 DICK CLARK**—Music  
Dick's guests are singers Tommy Leonetti, Annette Funicello, Jackie Wilson, Frankie Ford and Link Wray.
- 7:00 **5 6 PERRY COMO**—Variety  
**COLOR** Perry welcomes Nanette Fabray, showman-songwriter Billy Rose and the singing Everly Brothers. Mitchell Ayres orchestra.
- 8 JUBILEE U.S.A.**—Red Foley  
Red Foley's guests are singer Betty Ann Grove and the husband-and-wife singing team of Wilma Lee and Stoney Cooper. Slim Wilson's Jubilee band. (Tape)

# TEXAS goes for 'Gidget'

on the movie theatre screen

...and "The Price Is Right" goes for "Gidget" as a sensational month-long contest on TV's Top Participation Show ends with Mrs. Opal Hairston of Dallas winning a host of prizes including the world premiere right in her own home.



DICK CLARK goes for "Gidget", too! He says, "It's the greatest!"

Co-starring SANDRA DEE • CLIFF ROBERTSON • JAMES DARREN  
ARTHUR O'CONNELL with MARY LA ROCHE and JO MORROW and THE FOUR PREPS

Screenplay by GABRIELLE UPTON • Based on the novel by FREDERICK KOHNER  
Produced by LEWIS J. RACHMIL • Directed by PAUL WENDKOS • A COLUMBIA PICTURE

CINEMASCOPE • EASTMAN COLOR

Now playing at the Palace Theatre, Dallas and the Hollywood Theatre in Fort Worth. Consult your newspaper for playdates at your other favorite local theatres in this area.

# SATURDAY

MARCH 21

Evening

- 7:30 **4 10** WANTED—DEAD OR ALIVE  
Bounty hunter Josh Randall is hired by an opera star to deliver the ransom money asked by a kidnaper who is holding her sister. Steve McQueen. (Film)
- 11** MOVIE—Comedy  
"A Night at the Opera." (1935) Ft. Worth TV Debut. The Marx Brothers attempt to get their protege into opera. Kitty Carlisle, Allan Jones.
- 8:00 **4** GALE STORM—Comedy  
"Alias Susanna Valentine." Nugey practices typing by taking dictation from Susanna. The result, a letter which is not complimentary to Capt. Huxley, accidentally ends up among the captain's papers. ZaSu Pitts. (Film)
- 5 6** BLACK SADDLE—Western  
Lawyer Clay Culhane agrees to defend Bill Steele, one of three men being held for robbery. Peter Breck. (Film)
- 8 10** DANCING PARTY—Wek  
Musical highlights include "The French Lesson," "Miss You" and "Under the Sun Valley Moon."
- 8:30 **4** HAVE GUN, WILL TRAVEL  
"Incident at Borrasca Bend." Paladin rides into a small temporary town to return a pouch of gold to its owner. He suddenly finds himself charged with murder. Richard Boone. (Film)
- 5 6** CIMARRON CITY—Western  
"Chinese Invasion." A foreman in charge of a Chinese work gang has terrorized the workers, who are building a railroad spur near Cimarron City. George Montgomery, John Smith. (Film)
- 9:00 **4 10** GUNSMOKE—Western  
A new girl is working at one of the saloons in town and Matt Dillon suspects that she is a shill for a gambler. James Arness, Dennis Weaver. (Film)
- 8** CITIZEN SOLDIER—Drama  
"Take Command." Two non-coms are offered battlefield commissions when they prove their leadership abilities. (Film)
- 9:30 **4** DEATH VALLEY DAYS—Drama  
"The Blond King." A trader, revered as an Indian king, opposes a mining agent. Lane Bradford. (Film)
- 5 6** D.A.'S MAN—Drama  
"Two for Shakespeare." Shannon's investigation of a racket takes him to Greenwich Village. John Compton. (Film)

- 8** SA 7—Drama  
"Lady from Louisville." A woman is suspected of heading a syndicate which manufactures and sells non-tax-paid vodka. Lloyd Nolan. (Film)
- 10** HAVE GUN, WILL TRAVEL  
See 8:30 P.M., Ch. 4 for details.
- 11** DIAL 999—Mystery  
Merchant seamen in London, plot thefts of precious jewels to coincide with departure dates of their freighter to foreign countries. Robert Beatty. (Film)
- 10:00 **4 5 6 8 10** NEWS AND WEATHER
- 11** MOVIE—Musical  
"Fiesta." (1947) Ft. Worth TV Debut. A matador's son turns to music. Esther Williams, Akin Tamiroff.
- 10:15 **8** SPORTS—Wes Wise
- 10:20 **4** PEOPLE AND PLACES—Hogan
- 10:25 **6 10** SPORTS
- 10:30 **4** GOURMET—David Wade
- 5** MOVIE—Musical Comedy  
"The Gay Divorcee." (1934) A dancer is mistaken for another man by the girl of his dreams. Fred Astaire, Ginger Rogers.
- 6** MOVIE—Drama  
"Sunday Dinner for a Soldier." (1944) A derelict family, living on a houseboat, scrimp so that they can invite a soldier to dinner. Anne Baxter, John Hodiak.
- 8** MOVIE—Double Feature  
1. "Captain Without a Country." Dallas TV Debut. A doctor is banished from England to Jamaica. Inger Stevens, Jacques Sernas. 2. "Trapped by Boston Blackie." (1948) Boston Blackie investigates the theft of a pearl necklace. Chester Morris, Mary Currier.
- 10** MOVIE—Biography  
"Melba." (1953) An Australian girl aspires to become an opera singer. Patrice Munsel, Robert Morley.
- 11:00 **4** MOVIE—Western  
"Road Agent." (1941) A frontier town is overrun by a gang of outlaws. Dick Foran, Leo Carrillo, Andy Devine.
- 11:30 **11** MOVIE—Comedy  
"Life Begins at Forty." (1935) A newspaper owner comes to the aid of a man who has been unjustly accused of a crime. Will Rogers, Rochelle Hudson.
- 1:00 **8** NEWS AND WEATHER

# SUNDAY

MARCH 22

Morning

## MORNING

- 6:45 **4** FAITH FOR TODAY—Religion
- 7:00 **11** CARTOONS—Kids
- 7:15 **4** FISHER FAMILY—Religion
- 7:30 **11** MOVIE—Double Feature  
1. "Old Camp Ground." Tex Ritter. 2. "Rocky Rhodes." Buck Jones.
- 7:45 **4** BIBLE SAYS—Religion
- 8:00 **4** MEET THE UNITARIANS
- 8:15 **4** ABILITY COUNTS—Careers
- 8:30 **4** WAY OF TRUTH—Religion
- 8:45 **4** EPISCOPAL CHURCH—Religion
- 9:00 **4** CHRISTIAN SCIENCE—Religion
- 5** INDUSTRY ON PARADE
- 8** THIS IS AMERICA—Documentary
- 9:15 **4** CATHOLIC REPORT—Religion
- 5** CHRISTIAN SCIENCE—Religion
- 8** LAUREL AND HARDY—Comedy  
"Another Fine Mess." (Film)
- 9:30 **4** CHURCH SERVICE—Religion  
Highland Park Methodist Church.

- 5** BIG PICTURE—Army
- 8** MOVIE—Adventure  
"The Golden Mask." (English, 1954) An archeologist searches for a valuable golden mask. Van Heflin, Wanda Hendrix
- 11** CHURCH SERVICE—Religion  
Remote: University Baptist Church
- 9:35 **10** THIS IS THE LIFE—Religion
- 10:00 **5** CHRISTOPHERS—Religion
- 11** I SPY—Mystery  
"He Spied on a Queen." Bramwell Fletcher. (Film)
- 10:05 **10** CHRISTIAN SCIENCE—Religion
- 10:20 **10** CHRISTOPHERS—Religion
- 10:30 **4** PASTOR CALLS—Religion
- 5** FAITH FOR TODAY—Religion
- 11** SHERLOCK HOLMES—Mystery  
"Case of the Jolly Hangman." Holmes proves a reported suicide was actually murder. Ronald Howard. (Film)
- 10:45 **4** AIR FORCE STORY
- 10:50 **10** CHURCH SERVICE—Religion  
Remote: First Baptist Church.
- 11:00 **4** BIG PICTURE—Army

## BERNSTEIN CONDUCTS

The New York Philharmonic  
Sunday at 3:30 p.m.-KRLD-CBS, Channel **4**



Presented by your local  
Lincoln and Continental Dealer

# SUNDAY

MARCH 22

Morning-Afternoon

**5 CHURCH SERVICE**—Religion  
Travis Ave. Baptist Church.

**8 CHURCH SERVICE**—Religion  
Remote First Methodist Church.

**11 MOVIE**—Western  
"Riders of Santa Fe." Rod Cameron.

11:30 **4 DR. CHRISTIAN**—Drama  
A woman thinks that her husband wants his freedom. Macdonald Carey. (Film)

## AFTERNOON

12:00 **4 CARTOONS**—Kids  
**5 MOVIE**—Comedy Drama  
"The Tuttles of Tahiti." (1942) The adventures of an irresponsible family in Tahiti. Charles Laughton, Jon Hall.

**6 CHRISTOPHERS**—Religion  
**8 THIS IS THE LIFE**—Religion

**10 BISHOP PIKE**—Religion

12:30 **4 COUNTRY PICNIC**—Cartoons  
**6 FRONTIERS OF FAITH**—Religion  
**8 THIS IS THE ANSWER**—Religion

**A TV GUIDE CLOSE-UP** 4:00 **5 6 KALEIDOSCOPE**—Documentary



Wire-tapping equipment and other eavesdropping devices have modernized police-detection techniques. But their use by law-enforcement agencies, other investigators and criminals has raised serious moral and legal questions.

Chet Huntley narrates a one-hour report on eavesdropping, showing its techniques, citing cases in which it has been used, analyzing its effectiveness and its evils and attempting to answer this question: is our classic concept of privacy being undermined by these activities?

Aspects of the question are dealt with, on film, by Samuel Dash, former Philadelphia district attorney and author of "The Eavesdroppers"; William Keating, former assistant D.A. of New York County; Anthony Savarese, New York State assemblyman and chairman of a committee looking into the problem; Howard Cerny, counsel to that committee; Robert La Borde, private detective; William Mellin, retired Treasury agent; Dr. Leo Barenek, acoustics consultant; and Jimmy Carroll, who sells eavesdropping equipment.

**10 FAITH FOR TODAY**—Religion  
**11 LITTLE RASCALS**—Comedy

1:00 **4 COLOR BUILDERS' SHOW-PLACE**—Harper, Epps

**6 TALK BACK**—Panel

**8 DAN SMOOT REPORTS**

The topic today is "Minimum Wage."

**10 COLLEGE NEWS CONFERENCE**

**11 MOVIE**—Drama

"Fifty Roads to Town." (1937) Three people from different walks of life, meet in hideout. Don Ameche, Ann Sothern.

1:15 **8 CHANGE OF HEART**—Religion  
**SPECIAL** The significance of Purim is depicted in this story of a man's love for his daughter. (Film)

1:30 **4 GREAT CHALLENGE**—Discussion  
**SPECIAL** "Can Democracy Meet the Space Age Challenge?" Eric Sevareid is the moderator.

**5 6 PRO BASKETBALL**—Play-off  
The St. Louis Hawks, who finished first in the Western Division of the National Basketball Association, take on the win-

ner of the play-off series. The winner will play the Eastern Division titleholder which will decide the NBA championship. Curt Gowdy reports.

**8 MOVIE**—Drama

"Fall of the House of Usher." (English, 1952) The tale of a young heir who fears his sister has been buried alive. Kaye Tindeter, Irving Steen.

**10 CHAPLAIN OF THE AIR**

1:45 **10 INDUSTRY ON PARADE**

2:00 **10 GOD HAS SPOKEN**—Religion

2:30 **8 BURNS AND ALLEN**—Comedy

**10 TELEVANGELISM**—Religion

**11 ROY ROGERS**—Western

"The Secret of Indian Gap." Bullet discovers a boy threatening Rusty's safety. Dale Evans. (Film)

3:00 **8 CRUSADER**—Drama

"The Healer." Quack doctors induce a mother to kidnap her ill daughter from the hospital. Brian Keith. (Film)

**10 WILD LIFE**—Harley Berg

**11 KINGDOM OF THE SEA**

"Expedition." A scientific cruise, in search of marine knowledge takes us to sea floor. Lt. Col. John D. Craig is the host for the series. (Film)

3:15 **4 SONGS OF INSPIRATION**

3:30 **4 LEONARD BERNSTEIN**—Music

**SPECIAL** The subject of Leonard Bernstein's lecture is satire and wit in serious musical compositions.

"Behind the News" and "G-E College Bowl" will not be seen.

**5 MEET THE PRESS**—Interview

**6 INDUSTRY ON PARADE**

**8 CHAMPIONSHIP BOWLING**

**10 ROLLER DERBY**—Bombers vs. Chiefs

The San Francisco Bombers meet the New York Chiefs. Ken Nydell and Pat Dillon report from the Ninth Regiment Armory, New York City. (Tape)

**11 SKATERS DERBY**—Ft. Worth

3:45 **6 WACO SINGS**—Religion

4:00 **5 6 KALEIDOSCOPE**

"The Big Ear" is a study of wire tapping and other eavesdropping activities in the United States. For details, see the Close-up on opposite page.

4:30 **4 10 AMATEUR HOUR**—Mack

## "the unchained goddess"

The Story of Weather

A Bell System Science Series Program

"Spectacular hurricane, tornado and storm scenes" —BOSTON HERALD

"A must for the whole family"

—TULSA TRIBUNE

"Another winner"

—CINCINNATI POST & TIMES STAR

Produced by Frank Capra. Starring Richard Carlson and Dr. Frank Baxter. In color on NBC-TV.

SUNDAY, MARCH 22

5-6 P.M., CHANNEL **5 6**

Presented on TV again by the

BELL TELEPHONE SYSTEM

# SUNDAY

MARCH 22

Afternoon-Evening

**8 BOWLING STARS**—Chicago John King bowls against Al "Lindy" Faragalli, Joe Wilson reports. (Film)

**11 DICK POWELL**—Drama "Watch the Sunset." A husband faces living with a wife who has spent years in an institution. Dick Powell. (Film)

5:00 **4 10 SMALL WORLD**—Morrow Writers Noel Coward and James Thurber and Irish actress Siobhan McKenna converse about humor and wit, the scarcity of contemporary political satire and the present condition of the Broadway stage. Edward R. Morrow moderates the filmed discussion from New York City.

**5 6 SCIENCE SERIES**

**SPECIAL COLOR** Richard Carlson and Dr. Frank Baxter in "The Unchained Goddess," repeat of a one-hour film first shown a year ago. With the help of animated characters, the fiction writer (Carlson) and Dr. Research (Baxter) talk about the weather and describe what scientists are doing about it.

**8 PAUL WINCHELL**—Variety

**11 THIS IS ALICE**—Comedy "Big Louie Comes Through." Alice uses her winning ways on a bookie. Patty Ann Gerrity. (Film)

5:30 **4 10 TWENTIETH CENTURY** "The Silent Sentinel." The history of

radar, from its early stages of development in the 1930's to its present state, is shown on film. Walter Cronkite narrates.

**8 LONE RANGER**—Western "Finders Keepers." Returning to Desert City after serving a prison sentence for robbery, Nat Parker attempts to recover the loot he hid. Clayton Moore, Jay Silverheels. (Film)

**11 MOVIE**—Adventure "Slave Ship." (1337) A ship is taken over by a seaman who uses her to transport slaves. Wallace Beery.

## EVENING

6:00 **4 10 LASSIE**—Drama When the Martins go away, Lassie is left at a neighbor's home for the afternoon. She is blamed for several mishaps caused by their pet monkey. Jon Provost. (Film)

**5 SABER OF LONDON**—Mystery "Murder for Revenge." In response to a telegram a man goes to a park, expecting to meet his girl friend there. Instead, he is murdered. Donald Grey. (Film)

**6 TUGBOAT ANNIE**—Comedy "Tugboat Annie Finds a Baby." Bullwinkle discovers a baby on board Annie's tug. Minerva Urecal. (Film)

TONIGHT AT 5:30 P.M.  
CHANNEL 4-10 CBS-TV  
THE TWENTIETH CENTURY PRESENTS  
"THE SILENT SENTINEL"

Constantly alert, guarding against sneak attack—RADAR, the electronic "minute man," protects our national security.



BROUGHT TO YOU BY YOUR  
PRUDENTIAL AGENT

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

# COLD EPIDEMIC?

AT THE FIRST SNEEZE OR SNIFFLE—  
**REACH FOR LISTERINE**  
ANTISEPTIC

YOUR NO. 1 PROTECTION AGAINST INFECTION

**8 YOU ASKED FOR IT**—Jack Smith 1. Daredevil driver Don Woods and his wife Maritella perform a stunt. 2. Films show animals which have gotten into trouble at the La Brea Tar Pits in Los Angeles. Jack Smith is host for these live and filmed answers to viewers' requests.

6:30 **4 10 JACK BENNY**—Comedy Jack's guests are Edgar Bergen and his wife Frances. Jack has an idea for a new television show which requires the services of a ventriloquist. (Film)

Frances Bergen portrays Mme. Francine in the TV series "Yancy Derringer"

**5 6 STEVE ALLEN**—Variety

**SPECIAL COLOR** Steve's guests for this 90-minute show are Sammy Davis, Jr., actor Sessue Hayakawa, singer Joanne Gilbert and impressionist Frank Gorshin. Miss Gilbert sings "Bluebird" Skitch Henderson orchestra

**8 MAVERICK**—Western "Betrayal." Traveling on a stagecoach, Bart Maverick is charmed by pretty Ann Saunders. When the stage is held up by two robbers, Bart notices that Ann apparently knows one of the outlaws. Jack Kelly. (Film)

7:00 **4 10 ED SULLIVAN**—Variety Ed filmed this show in Portugal, where tonight's entertainers perform against scenic backgrounds. They include Maurice Chevalier, Jacquelyn McKeever, the Ames Brothers, Richard Hearne and John Gilpin and Marilyn Burr

7:30 **8 LAWMAN**—Western "Battle Scar." Rancher Ben Rogers, former Army major, has violent spells of rage. His wife Cynthia, unable to cope

## ED SULLIVAN VISITED PORTUGAL

Why don't you plan a vacation you will never forget... see your Travel Agent, or

CASA DE PORTUGAL  
447 Madison Ave., N.Y. 22, N.Y.

# TONIGHT THE ED SULLIVAN SHOW *from* PORTUGAL!



Ed visits the fabulous Carnival in Estoril, and brings back one of his greatest shows ever, with

- ★ Maurice Chevalier
- ★ The Ames Brothers
- ★ England's Mister Pastry
- ★ Jacquelyn McKeever
- ★ Spain's gypsy star, La Chunga

and many more great American and European stars—all filmed on location in Portugal!

## 7 PM CHANNEL 4-10

Presented by  
EASTMAN KODAK  
COMPANY

Kodak  
TRADE MARK

with his outbursts, turns to Marshal Dan Troop for help. John Russell. (Film)

#### 11 MOVIE—Drama

"Lucky Night." (1939) Ft. Worth TV Debut. A steel magnate's daughter marries an unemployed young man. Myrna Loy, Robert Taylor, Joseph Allen.

#### 8:00 4 10 G.E. THEATER—Drama

Joan Caulfield and Don DeFore in "The Lady's Choice." It is the year 1880, and Elizabeth, a lovely miss from the East, is preparing to journey West to marry her fiancé. Elizabeth's mother cautions her about the Wild West. Ronald Reagan is the host. (Film)

#### 5 6 DINAH SHORE—Variety

**COLOR** Dinah welcomes Ginger Rogers, Cesar Romero and Mahalia Jackson. In a special-effects number Dinah dances with an Easter Bunny to the tune "A Couple of Swells"

#### 8 COLT .45—Western

"Point of Honor." On the trail of a gang of bank robbers, Chris Colt winds up in a small frontier town. When a woman

doctor arrives and treats an outlaw, Colt believes that she is part of the gang. Wayde Preston. (Film)

#### 8:30 4 10 ALFRED HITCHCOCK

"The Avon Emeralds." It is suspected that beautiful Lady Avon intends to sell a valuable necklace in order to avoid paying taxes on it. Hazel Court. Alfred Hitchcock is host for the series. (Film)

#### 8 RESCUE 8—Drama

"Nine Minutes to Live." Jim Davis, Lang Jeffries. (Film)

#### 9:00 4 RICHARD DIAMOND—Mystery

Diamond heads south of the border to search for an art dealer who has disappeared in Mexico. David Janssen. (Film)

#### 5 6 LORETTA YOUNG—Drama

Loretta Young in "The Tenderizer." Hard-bitten Fay Davies, just paroled from prison, learns a lesson in tenderness from a chance acquaintance. (Film)

#### 8 SHERIFF OF COCHISE—Western

"The Peterson Murder." After his father is murdered, the son's behavior baffles Sheriff Morgan. John Bromfield. (Film)

by a bandit in disguise. Jeanette MacDonald, Nelson Eddy

#### 10:15 4 NEWS AND WEATHER

#### 5 10 WEATHER

#### 10:25 5 NEWS—Tom Whalen

#### 6 10 SPORTS

#### 10:30 4 MOVIE—Drama

"Dangerous Waters." (1935) A steamship is ablaze in the Pacific. Jack Holt, Robert Armstrong, Grace Bradley

#### 5 MOVIE—Drama

"Walk a Crooked Mile." (1948) The FBI and Scotland Yard trail Russian agents. Louis Hayward, Louise Allbritton

#### 6 MOVIE—Drama

"The Keys of the Kingdom." (1944) A priest accepts a post in China. Gregory Peck, Thomas Mitchell.

#### 10 MOVIE—Drama

"The Man with My Face." (1951) A businessman returns to his home one night to find a man who is his perfect double. Barry Nelson, Lynn Ainsley

#### 11:00 8 MOVIE—Mystery

"Execution Night." An ex-policeman and his beautiful daughter face death when they return to the United States. Virginia Mayo, Efrem Zimbalist, Jr.

#### 11:30 11 MOVIE—Comedy

"She Loved a Fireman." (1937) A hot-headed man joins the fire department. Ann Sheridan, Dick Foran.

#### 10 HIGHWAY PATROL—Police

A burglary turns into a homicide case. Broderick Crawford. (Film)

#### 11 MAN WITHOUT A GUN—Western

"Decoy." Adam MacLean poses as a hospitalized local merchant in an attempt to catch a killer. Rex Reason. (Film)

#### 9:30 4 10 WHAT'S MY LINE?—Panel

#### 5 DAMON RUNYON—Drama

"Blonde Mink." A man robs and kills his partner. James Whitmore. (Film)

#### 6 LAWMAN—Western

"The Posse." Tracy Hunter is wanted by a lynch-minded posse for a crime he didn't commit. John Russell. (Film)

#### 8 MEET MCGRAW—Mystery

"Snow Job." McGraw is trapped in a hotel during a heavy snowstorm. His companions are a hired killer, a jewel salesman, a man fleeing and a mercenary young lady. Frank Lovejoy. (Film)

#### 11 GRAY GHOST—Adventure

"The Rescue." Mosby uses a Southern lawyer and his contacts to gain information. Tod Andrews, Phil Chambers. (Film)

#### 10:00 4 NEWS—Douglas Edwards

Douglas Edwards substitutes for Walter Cronkite, who is in Florida

#### 5 10 NEWS

#### 6 WEATHER AND NEWS

#### 8 BILLY GRAHAM—Religion

Continuing his Australian crusade in Melbourne, Dr. Graham's sermon topic is "The Power of Truth" (Kine)

#### 11 MOVIE—Operetta

"Girl of the Golden West." (1938) Ft. Worth TV Debut. A girl runs a saloon in a mining town and is amorously pursued

### SPECIAL TUESDAY!

PONTIAC STAR PARADE PRESENTS

## "AN EVENING WITH PERRY COMO"

WITH SIR CEDRIC HARDWICKE • CYRIL RITCHARD

FRANCE NUYEN • GERTRUDE BERG

7 P.M. CHANNEL 5 6

# RESCUE 8



8:30 P.M.

Sunday's

# CHANNEL 8

## FALSE TEETH FIT BETTER

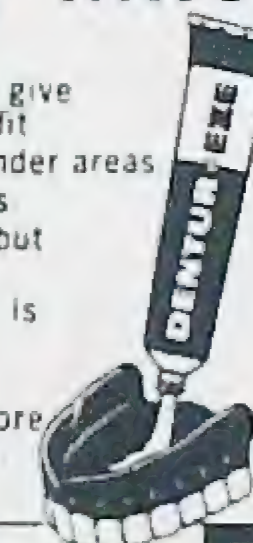
with this  
**MIRACLE PLASTIC RELINER**

### BETTER 6 WAYS

1. Molds to shape of gums to give tighter, more comfortable fit
  2. Cushions sore spots and tender areas
  3. One application lasts weeks
  4. Not a paste, not a powder, but a tube of flowing plastic
  5. Will not stick to gums and is removable at any time
  6. Tasteless, odorless, safe
- Get Dentur-Eze at your drug store today. Satisfaction guaranteed.

75c and \$1.25

## DENTUR-EZE



# MONDAY

## MORNING

- 6:30 **5 6** CONTINENTAL CLASS-ROOM—Education  
"X-ray Wave Lengths." Prof. Harvey E. White. (Tape)
- 7:00 **5 6** TODAY—Dave Garroway  
Dave Garroway returns from a two-week vacation. His guests include actor Sessue Hayakawa and Joseph Garry.
- 7:30 **4** CARTOONS—Kids  
**8** FOR KIDS ONLY—Puppets
- 8:00 **4 10** NEWS—Harry Reasoner  
Harry Reasoner substitutes this week for Richard C. Hottelet.
- 8:15 **4 10** CAPT. KANGAROO—Kids  
Mr. Moose puzzles the Treasure House with some new riddles. (Tape)
- 8:30 **8** ROMPER ROOM—Kids
- 8:45 **4** NEWS
- 9:00 **4 10** MORNING PLAYHOUSE  
Basil Rathbone in "Vulturio Investigates." A suave jewel thief proves that there is "no honor among thieves." (Film)  
**5 6** DOUGH RE MI—Quiz  
**11** LITTLE RASCALS—Comedy  
"Wild Poses," "Let Me Call You Sweetheart," "Vitamin Hay." (Film)
- 9:30 **4 10** ARTHUR GODFREY—Variety  
Arthur's guests are actor Van Heflin, and singers Johnny Nash and Jenny Smith. Dick Hyman orchestra. (Tape)  
**5 6** TREASURE HUNT—Quiz  
**8** TOPPER—Comedy  
"Topper's Desert Island." George takes the controls of the plane when the Toppers fly to Bali. Leo G. Carroll. (Film)
- 9:45 **11** MOVIE—Double Feature  
1. "A Family Affair." (1937) Ft. Worth TV Debut. Judge Hardy's daughters become involved in a scandal. Lionel Barrymore, Mickey Rooney. 2. "Over My Dead Body." (1942) A writer becomes involved in a murder. Milton Berle, Reginald Denny.
- 10:00 **4 10** I LOVE LUCY—Comedy  
Lucy heads for the hospital to give birth to the baby. Lucille Ball. (Film)  
**5 6** PRICE IS RIGHT—Contest  
**8** SUSIE—Comedy  
"Cat in a Hot Tin File." Susie is adopted by an alley cat. Ann Sothern. (Film)

# MARCH 23

## Morning-Afternoon

- 10:30 **4 10** TOP DOLLAR—Quiz  
**5 6** CONCENTRATION—Contest  
**8** BURNS AND ALLEN—Comedy  
"The Magic Act." Gracie gets herself booked into a magic act. (Film)
- 11:00 **4** LOVE OF LIFE—Serial  
**5 6** TIC TAC DOUGH—Quiz  
**8** JULIE BENELL—Women  
**10** BETTER LIVING—Russell
- 11:30 **4 10** SEARCH FOR TOMORROW  
**5 6** IT COULD BE YOU—Leyden  
**8** PETER LIND HAYES—Variety
- 11:45 **4 10** GUIDING LIGHT—Serial
- 11:55 **11** TAKE FIVE—Mark Stevens

## AFTERNOON

- 12:00 **4 5** NEWS  
**6** WEATHER—Eddie Schuster  
**10** NEWS—Walter Cronkite  
**11** CARTOON CLUBHOUSE—Kids  
"Wedding Bells," "Dancing on the Moon," "Jasper and Choo Choo."
- 12:05 **6** FARM REPORT—Clark Bolt  
**10** NEWS—Russ Grovener
- 12:15 **4** BEAUTY SCHOOL—Women  
**10** FARM REPORT—Johnny Watkins
- 12:25 **6** NEWS—Eddie Schuster
- 12:30 **4** AS THE WORLD TURNS—Serial  
**5** PEOPLE'S CHOICE—Comedy  
"The Salted Cellar." Sock hires Rollo as a salesman. Jackie Cooper. (Film)  
**6** MR. AND MRS. NORTH—Mystery  
"Mask of Hate." Pam plays nursemaid to a friend. Barbara Britton. (Film)  
**8** PLAY YOUR HUNCH—Contest  
Maurice Gosfield, Doberman of "The Phil Silvers Show," is a guest. (Tape)
- 12:45 **11** MOVIE—Drama  
1. "I'll Wait for You." (1941) Ft. Worth TV Debut. A racketeer takes refuge from the law on a farm. Robert Sterling, Marsha Hunt. 2. Film Feature: "The Collar." An Anglican priest is captured and tortured by Indians. David Niven.
- 1:00 **4 10** JIMMY DEAN—Variety  
**5 6** **COLOR** TRUTH OR CONSEQUENCES—Quiz  
**8** LIBERACE—Variety  
Selections: "Start the Day with a Smile," "Madrid," "Brahms' Lullaby." (Tape)

# MARCH 23


## Afternoon-Evening

- 1:30 **4 10** HOUSE PARTY—Linkletter  
**5 6** **COLOR** HAGGIS BAGGIS  
**8** OUR MISS BROOKS—Comedy  
"The Big Jump." Mr. Conklin excuses himself from a civil-defense demonstration. Eve Arden, Bob Rockwell. (Film)
- 2:00 **4 10** BIG PAYOFF—Quiz  
Co-host Robert Paige returns after a week's vacation.  
**5 6** YOUNG DR. MALONE—Serial  
**8** DAY IN COURT—Drama
- 2:30 **4 10** VERDICT IS YOURS—Drama  
**5 6** FROM THESE ROOTS—Serial  
**8** MUSIC BINGO—Quiz
- 2:40 **11** TAKE FIVE—Mark Stevens
- 2:45 **11** ANN ALDEN—Interview
- 3:00 **4 10** BRIGHTER DAY—Serial  
**5 6** QUEEN FOR A DAY—Bailey  
**8** BEAT THE CLOCK—Bud Collyer  
The program celebrates the beginning of its 10th year on television by welcoming back the contestants who participated in the first program nine years ago. (Tape)  
**11** I MARRIED JOAN—Comedy  
"The Allergy." Joan thinks she is allergic to Brad. Joan Davis. (Film)
- 3:15 **4 10** SECRET STORM—Serial
- 3:30 **4 10** EDGE OF NIGHT—Serial  
**5 6** COUNTY FAIR—Burt Parks  
**8** WHO DO YOU TRUST?—Quiz  
**11** ROY ROGERS—Western  
"The Lady Killer." Masked gunmen endanger the lives of the residents of Lost Valley. Dale Evans. (Film)
- 4:00 **4** MOVIE—Comedy  
"Beware, Spooks!" (1939) An oaf joins the police force. Joe E. Brown  
**5** MOVIE—Drama  
"A Gentleman After Dark." (1942) A thief tries to give his offspring a decent future. Brian Donlevy, Miriam Hopkins.  
**6** OUR MISS BROOKS—Comedy  
"Skeleton in the Closet." Miss Brooks is blackmailed. Eve Arden. (Film)  
**8 10** AMERICAN BANDSTAND  
Dick Clark's guest is Frankie Ford, who sings "Sea Cruise." (Tape)  
**11** ABBOTT AND COSTELLO  
"Actor's Home." Lou takes to selling papers. (Film)
- 4:30 **6** HAPPY HOUR—Kids  
**11** EARLY SHOW—Kids

- 5:00 **6** POPEYE—Cartoons
- 5:15 **4** PARTY TIME—Tiny Grant
- 5:30 **5** TEEN-AGE DOWNBEAT  
**COLOR** Madison High School students visit the show today  
**6** ROY ROGERS—Western  
"His Weight in Wildcats." Outlaws ambush a research professor but only succeed in getting half of a map locating a box of money. Dale Evans. (Film)  
**8 10** MICKEY MOUSE CLUB  
"The Big Roundup." Jimmy Thompson, 12, takes part in a cattle roundup in Montana. (Film)  
**11** POPEYE—Cartoons

## EVENING

- 6:00 **4 6 8 10** NEWS, WEATHER  
**5** **COLOR** NEWS, WEATHER  
**11** SUPERMAN—Adventure  
"Perils of Superman." A cunning criminal defies Superman's S-ray vision. George Reeves, Noel Neill. (Film)



**THE EXCITING OLD WEST**

THROUGH THE EYES OF JODY—ON

**BUCKSKIN**

A REVUE PRODUCTION

MONDAY 6:30 CH **5 6**



TRUE ADVENTURES  
IN THE SKY!

# FLIGHT

9:30 MONDAY

WBAP-TV  
NBC Channel 5

## MONDAY

- 6:10 **6** SPORTS—Eddie Schuster  
6:15 **4** **10** NEWS—Douglas Edwards  
**5** **6** NEWS—Chet Huntley  
6:20 **8** SPORTS—Wes Wise  
6:30 **4** **10** NAME THAT TUNE—Quiz  
**5** **6** BUCKSKIN—Western  
"An Act of Faith." A stranger rides into Buckskin and causes a stir because of his ability to quote the Bible. Tommy Nolan, Sallie Brophy. (Film)  
**8** TEXAS RANGERS—Western  
"The Steel Trap." After a pyromaniac escapes from a psychopathic ward, a series of fires breaks out. Willard Parker, Harry Lauter. (Film)  
**11** THREE STOOGES—Comedy  
The boys in "Half Shot Shooters." (Film)  
These three zanies are shown on page 20.  
6:50 **11** CARTOONS—Kids  
Bugs Bunny in "Rackateer Rabbit."  
7:00 **4** **10** TEXAN—Western  
Bill Longley comes upon an ambush. Outlaws went to kill a circuit judge. Rory Calhoun. (Film)  
**5** **6** RESTLESS GUN—Western  
"The Sweet Sisters." Elizabeth and Abigail, the elderly Sweet sisters, abhor the slaughter of animals and begin rustling cattle to "save them." John Payne. (Film)  
**8** MEDIC—Drama  
"Don't Count the Stars." When a man learns he must undergo surgery for cancer, he feels there is no reason to live. Richard Boone, Richard Crenna. (Film)  
**11** MOVIE—Musical  
"Ziegfeld Follies." (1945) Ft. Worth TV Debut. Ziegfeld recalls some of the stars he made famous from the vantage point of Heaven. Fred Astaire, Lucille Bremer

### SPECIAL TOMORROW!

PONTIAC STAR PARADE PRESENTS

## "AN EVENING WITH PERRY COMO"

WITH SIR CEDRIG HARDWICKE • CYRIL RITCHARD  
FRANCE NUYEN • GERTRUDE BERG

7 P.M. CHANNEL **5** **6**

- 7:30 **4** **10** FATHER KNOWS BEST  
"It's a Small World." Margaret is faced with a busy day: she has to perform an assignment for the Springfield Women's Club and then join her husband in New York City. Jane Wyatt. (Film)  
**5** **6** WELLS FARGO—Western  
"Toll Road." Jim Hardie inadvertently becomes involved in violence between a sheriff and a gunslinger who is wanted for a shooting. Dale Robertson. (Film)  
**8** BOLD JOURNEY—Documentary  
"Rhine." Magazine editor Douglas Kennedy narrates films of his trip into British East Africa to photograph an extraordinary rhinoceros with a very long horn. Jack Douglas is host for the series.  
8:00 **4** **10** DANNY THOMAS—Comedy  
Gina, the exchange student who's staying at Danny's house, is all aglow. She has been showered with continental attentions by a romantic young visitor. Marjorie Lord, Rusty Hamer. (Film)  
**5** **6** PETER GUNN—Drama  
"Keep Smiling." Peter Gunn poses as a



TONIGHT—CHANNEL **5** **6**—8:30 TO 10

## THE GREEN PASTURES

The winner of the 1958 Sylvania, Peabody and Look Awards. A repeat live performance! Again starring William Warfield, Eddie "Rochester" Anderson, Earle Hyman. 1½ hrs. in color. On the Hallmark Hall of Fame.



When you care enough to send the very best

MARCH 23

Evening

MONDAY

- professional bowler to investigate a case of blackmail and murder. Drummer Shelly Manee and his jazz group perform in a cafe scene. Craig Stevens. (Film)  
**8** VOICE OF FIRESTONE—Music  
"Easter Program." Fred Waring and his Pennsylvanians present a program of Easter music. Selections include "Christ the Lord Is Risen Today," "The Ivory Palace," "The Holy City," "The Song of Easter" and "Battle Hymn of the Republic." John Daly is host.  
8:30 **4** **10** ANN SOTHERN—Comedy  
When it appears that her new boss is too hard on the staff, Katy decides to take matters into her own hands. Don Porter. (Film)  
Postponed from last week  
Heading five businesses keeps Ann Sothern hopping. See the article beginning on page 12.  
**5** **6** HALLMARK HALL OF FAME—Drama  
**SPECIAL** **COLOR** "The Green Pastures," by Marc Connelly, is presented

# MONDAY

for the second time on TV. First telecast Oct. 17, 1957 and tonight's cast, including William Warfield and Eddie "Rochester" Anderson, is almost identical. A Sunday-school teacher in the Deep South describes Biblical events in terms that her youngsters can readily understand.

"Alcoa Theatre," "The Arthur Murray Party" and "Flight" will not be seen.

## 8 DEADLINE FOR ACTION

**DEBUT** Dane Clark stars on this one-hour adventure series which consists of repeats of films which formerly ran under the title "Wire Service." Clark portrays reporter Dan Miller of the Trans-Globe Wire Service. In tonight's story, "Ninety and Nine," Miller is sent to cover a shipwreck. (Film)

9:00 **4 DESILU PLAYHOUSE—Drama**  
Hugh O'Brian in "Chain of Command," by Joseph Landon. Lt. Lee Baker assumes command of a company of Army trainees. One of the soldiers, Pvt. Andrew Pierce, is bored and arrogant. To

# MARCH 23

Evening

make matters more difficult, Pierce's father is head of the company that employs Lt. Baker's father. (Film)

## 10 RIFLEMAN—Western

"One Went to Denver." Bank robber Tom Birch and his gang arrive in North Fork. Chuck Connors, Johnny Crawford. (Film)

## 11 WRESTLING—Ft. Worth

9:30 **8 TEN-FOUR—Police**

**DEBUT** A series of half-hour suspense dramas depicting the highway patrol's efforts to uphold the law and order. Broderick Crawford stars as Dan Mathews. (Film)

## 10 TRACKDOWN—Western

Texas Ranger Hoby Gilman tries to stop four trigger-happy brothers from terrorizing the area. Robert Culp. (Film)

10:00 **4 5 8 10 NEWS**  
**6 WEATHER, NEWS, SPORTS**  
**11 MOVIE—Drama**

"Shopworn Angel." (1938) Ft. Worth TV Debut. A soldier from Texas falls in love with a crafty chorus girl. Margaret Sullivan, James Stewart, Walter Pidgeon

10:10 **8 WEATHER—Dale Milford**  
10:15 **4 5 10 WEATHER**  
**8 NEWS—John Daly**  
10:20 **4 PEOPLE AND PLACES—Hogan**  
10:25 **5 NEWS—Charles Murphy**  
**10 SPORTS—Ben Vaughn**  
10:30 **4 MOVIE—Comedy**

"Louisiana Hayride." (1944) A girl from the sticks encounters a couple of con-men. Judy Canova, Ross Hunter.

## 5 SPORTS—Bud Sherman

## 6 JACK PAAR—Variety

## 8 MOVIE—Mystery

"Ellery Queen's Penthouse Mystery" (1941) A ventriloquist is mysteriously murdered. Ralph Bellamy, Ann Doran.

## 10 TV THEATER—Drama

"Heads or Tails." The story of a Marine and what happened to him when he flipped a coin. John Ireland. (Film)

10:35 **5 JACK PAAR—Variety**  
Jack returns to New York City. (Tape)

11:30 **11 MOVIE—Mystery**

"Uncle Harry." (1945) A murder tale about a man who lives with his two spinster sisters. George Sanders, Geraldine Fitzgerald, Ella Raines.

11:45 **4 BIG PICTURE—Army**

# TUESDAY

## MORNING

6:30 **5 6 CONTINENTAL CLASSROOM—Education**  
"Origin of X-rays." Prof. Harvey E. White. (Tape)

7:00 **5 6 TODAY—Dave Garroway**  
Dave Garroway discusses the forthcoming United States exhibition in Moscow

7:30 **4 CARTOONS—Kids**

**8 FOR KIDS ONLY—Puppets**

8:00 **4 10 NEWS—Harry Reasoner**

8:15 **4 10 CAPT. KANGAROO—Kids**  
The Captain tells the story of the Gingerbread Boy. (Tape)

8:30 **8 ROMPER ROOM—Kids**

8:45 **4 NEWS**

9:00 **4 10 MORNING PLAYHOUSE**  
Will Rogers, Jr., in "Mr. Schoolmarm." A Civil War veteran is eager to teach the ways of peace to the frontiersmen of the new state of Oregon. (Film)

## 5 6 DOUGH RE MI—Quiz

## 11 LITTLE RASCALS—Comedy

"Little Mother," "In a Pet Shop," "Making Friends." (Film)

9:30 **4 10 ARTHUR GODFREY—Variety**  
Arthur's guest is comedian Roger Price. Tony Marvin. (Tape)

## 5 6 TREASURE HUNT—Quiz

## 8 TOPPER—Comedy

"Topper's Vacation." Topper vacations at a lake lodge. Leo G. Carroll. (Film)

9:45 **11 MOVIE—Double Feature**  
1. "Blind Date." (1934) A secretary goes on a date with her wealthy boss's son. Ann Sothern, Paul Kelly. 2. "A Fugitive from Justice." (1940) An insurance investigator becomes involved with gangsters. Roger Pryor, Lucile Fairbanks.

10:00 **4 10 I LOVE LUCY—Comedy**  
Mrs. Trumbull, the Ricardos' neighbor, complains about little Ricky's crying. Lucille Ball. (Film)

## 5 6 PRICE IS RIGHT—Contest

## 8 SUSIE—Comedy

"Seven Ways to Fire." Mr. Sands orders Susie to fire a man. Ann Sothern. (Film)

10:30 **4 10 TOP DOLLAR—Quiz**

## 5 6 CONCENTRATION—Contest

# MARCH 24

Morning

**8 BURNS AND ALLEN—Comedy**  
"A Paris Creation." Gracie gets a new dress. Larry Keating. (Film)

11:00 **4 LOVE OF LIFE—Serial**

## 5 6 TIC TAC DOUGH—Quiz

## 8 JULIE BENELL—Women

## 10 BETTER LIVING—Russell

11:30 **4 10 SEARCH FOR TOMORROW**

## 5 6 IT COULD BE YOU—Leyden

## 8 PETER LIND HAYES—Variety

11:45 **4 10 GUIDING LIGHT—Serial**

11:55 **11 TAKE FIVE—Mark Stevens**



## CONNIE MACK, Jr.,

son of the late beloved owner of the Philadelphia Athletics, says:

"Each FLORIDA community offers some of the features for which FLORIDA is famous, but—"

## "CAPE CORAL HAS EVERYTHING!"

"The minute I saw Cape Coral, I knew that it was for me. I liked the careful planning, the location, the integrity of the developers. I bought my homesite and stayed on to join the management of Cape Coral as Associate Director."

### • CAPE CORAL challenges comparison!

### • CAPE CORAL invites inspection!

CAPE CORAL, on Florida's beautiful Gulf Coast, is offered and sold on merit alone for as little as \$20 down and \$20 per month!

See for yourself why Cape Coral is already the choice of over 6,000 families!

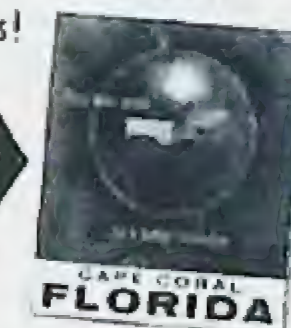
Send for and read the exciting

### "CAPE CORAL STORY"

It's yours for the asking—

### ABSOLUTELY FREE

Send No Money, Please



### CHAMBER OF COMMERCE MEMBER

Lee County and Ft. Myers • Dade County • Florida State

### MAIL THIS COUPON TODAY!

Gulf Guaranty Land & Title Co., Dept. TM-22

1771 N. Tamiami Trail, Fort Myers, Florida

Please rush my FREE copy of "The Cape Coral Story" in full color.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## WESTINGHOUSE DESILU PLAYHOUSE

## HUGH O'BRIAN

in

## "CHAIN OF COMMAND"

The BLACKMAILING private challenges  
... "you haven't got the guts!"



MONDAY 9:00 P.M. CHANNEL 4

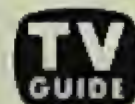
# TUESDAY

## AFTERNOON

- 12:00 **4 5** NEWS  
**6** WEATHER—Eddie Schuster  
**10** NEWS—Walter Cronkite  
**11** CARTOON CLUBHOUSE—Kids  
 "Rhapsody in Wood," "Two for the Zoo," "Lamb in Jam."  
 12:05 **6** FARM REPORT—Clark Bolt  
**10** NEWS—Russ Grovener  
 12:15 **4** BEAUTY HINTS—Women  
**10** FARM REPORT—Johnny Watkins  
 12:25 **6** NEWS—Eddie Schuster  
 12:30 **4** AS THE WORLD TURNS—Serial  
**5** PEOPLE'S CHOICE—Comedy  
 "The Veteran." The expectant grandfather creates new problems for Sock and Mandy Jackie Cooper. (Film)  
**6** MR. AND MRS. NORTH—Mystery  
 "Climax." A crazed killer challenges the Norths. Barbara Britton. (Film)  
**8** PLAY YOUR HUNCH—Contest  
 12:45 **11** MOVIE—Comedy Drama  
 1. "The Kid from Texas." (1939) Ft. Worth TV Debut. A Texas cowboy journeys to New York to become a polo player. Dennis O'Keefe, Florence Rice. 2. Film Drama: "Devil to Pay." A successful businessman accepts a deal with the devil. Charles Boyer, Joi Lansing.  
 1:00 **4 10** JIMMY DEAN—Variety  
**5 6** **COLOR** TRUTH OR CONSEQUENCES—Quiz  
**8** LIBERACE—Variety  
 Selections: "Dardanella," "My Foolish Heart," "They Didn't Believe Me." (Tape)  
 1:30 **4 10** HOUSE PARTY—Linkletter  
**5 6** **COLOR** HAGGIS BAGGIS  
**8** OUR MISS BROOKS—Comedy  
 The Madison High teachers put on a show. Eve Arden. (Film)  
 2:00 **4 10** BIG PAYOFF—Quiz  
**5 6** YOUNG DR. MALONE—Serial

## WHO'S THE NEW COP IN "NAKED CITY"?

Read the Mar.  
28th issue of



MARCH 24

Afternoon

- 2:30 **8** DAY IN COURT—Drama  
**4 10** VERDICT IS YOURS—Drama  
**5 6** FROM THESE ROOTS—Serial  
**8** MUSIC BINGO—Quiz  
 2:40 **11** TAKE FIVE—Mark Stevens  
 2:45 **11** ANN ALDEN—Interview  
 3:00 **4 10** BRIGHTER DAY—Serial  
**5 6** QUEEN FOR A DAY—Bailey  
**8** BEAT THE CLOCK—Bud Collyer  
 The show continues its ninth-anniversary celebration by welcoming back the contestants who participated in the first show in 1950.  
**11** I MARRIED JOAN—Comedy  
 "Shotgun." Joan attempts to replace Brad's golf clubs which her sister has ruined. Joan Davis, Jim Backus. (Film)  
 3:15 **4 10** SECRET STORM—Serial  
 3:30 **4 10** EDGE OF NIGHT—Serial  
**5 6** COUNTY FAIR—Bert Parks  
**8** WHO DO YOU TRUST?—Quiz  
**11** ROY ROGERS—Western  
 "Mountain Pirates." Roy discovers that outlaws have been stealing the fish from the closed lakes. Dale Evans. (Film)  
 4:00 **4** MOVIE—Adventure  
 "White Savage." (1943) The beautiful ruler of a Pacific isle is in love with a shark hunter. Maria Montez, Jon Hall.  
**5** MOVIE—Drama  
 "Don't Turn 'Em Loose." (1936) A father tries to get a parole for his criminal son Lewis Stone, James Gleason.  
**6** OUR MISS BROOKS—Comedy  
 "Amalgamation." Connie cooks up an elaborate scheme against plans of the new principal. Eve Arden. (Film)  
**8 10** AMERICAN BANDSTAND  
 Dick's guest is singer Billy Storm. (Tape)  
**11** ABBOTT AND COSTELLO  
 "Amnesia." Bud tries to break up Lou's romance. (Film)  
 4:30 **6** HAPPY HOUR—Kids  
**11** EARLY SHOW—Kids  
 4:45 **6** LAUREL AND HARDY—Comedy  
 5:00 **6** POPEYE—Cartoons  
 5:15 **4** PARTY TIME—Tiny Grant  
 5:30 **5** TEEN-AGE DOWNBEAT  
**COLOR** The Teen Age Dance Club visits the show today.  
**6** GENE AUTRY—Western  
 "Trouble at Silver Creek." Gene foils an

attempt to poison a rancher's cattle Pat Buttram. (Film)

**8 10** ADVENTURE TIME—Disney  
 Serial: "The Secret of Mystery Lake." Naturalist Bill Richards succeeds in winning the trust of Laney Thorne and she volunteers to help him in his study of wild life in Tennessee. George Fenneman, Gloria Marshall. (Film)

**11** POPEYE—Cartoons  
 "Protect the Weakist," "Shape Ahoy," "Baby Wants Bottleship."

## EVENING

- 6:00 **4 6 8 10** NEWS, WEATHER  
**5** **COLOR** NEWS, WEATHER  
**11** WOODY WOODPECKER  
 "Solid Ivory," "Dog Tax Dodgers," "Reckless Driver."  
 6:10 **6** SPORTS—Eddie Schuster  
 6:15 **4 10** NEWS—Douglas Edwards  
**5 6** NEWS—Chet Huntley  
 6:20 **8** SPORTS—Wes Wise  
 6:30 **4** STARS IN ACTION—Drama  
 John Ericson in "The Young and the Brave." Aboard a destroyer, gunner's mate Eddie Younger has gone sour on the Navy. But his attitude changes in the course of a battle. (Film)  
**5 6** DRAGNET—Police  
 Lt. Joe Friday and Sgt. Frank Smith are assigned to find a ruthless bandit who beats his victims after robbing them. Jack Webb. (Film)  
**8 10** CHEYENNE—Western  
 "The Belles of Silver Flat." Doc Moody hires a gunman to kill Bronco Layne, but the fast gun of Rev. David Clayton saves Bronco's life. Ty Hardin. (Film)  
**11** THREE STOOGES—Comedy  
 "Pop Goes the Easel." (Film)  
 6:50 **11** CARTOONS—Kids  
 Bugs Bunny in "Heckling Hare."  
 7:00 **4** PLAYHOUSE OF MYSTERY  
 Bonita Granville in "Sentence of Death." A girl witnesses the shooting of a drug-gist. But she doesn't go along with the identification of a suspect made by other witnesses. (Film)  
 Last show of this series. Next week, "The Invisible Man" returns at this time.



George Burns Show

8:00 P.M.

CHANNEL 6

KCEN-TV

NBC TELEVISION

**5 6 PERRY COMO—Variety**

**SPECIAL COLOR** Perry takes a one-hour tour of the Broadway theatrical scene. The Close-up below gives the details.

Next week, two half-hour shows, "Pete Kelly's Blues" and "The Jimmie Rodgers Show," debut in this time period.

**11 OUR GANG—Comedy**

The kids in "Family Troubles." (Film)

**7:15 11 MOVIE—War Drama**

"Four Sons." The story of four closely knit brothers and how the war turned them against each other. Don Ameche, Alan Curtis, Robert Lowery

**7:30 4 TO TELL THE TRUTH—Panel**

**8 10 WYATT EARP—Western**

"How To Be a Sheriff." Del Mathey, a likable rancher, is elected to succeed Bat Masterson as sheriff of Ford County, Kan. He thinks the job is simple. Hugh O'Brian. (Film)

**8:00 4 ARTHUR GODFREY—Variety**

Arthur's guests for his Easter show are

the King Brothers, tap dancers; Linda Sloan, singer; the three Cohen Brothers, pianists; the Marianos, ballet team; dancers from the Broadway musical "Flower Drum Song." (Tape)

**5 6 GEORGE BURNS—Comedy**

"George's Trial." Geoge is working at a night club, but the owner of the club cancels his contract because business is bad. George takes the matter to court. Larry Keating, Bea Benaderet. (Film)

**8 RIFLEMAN—Western**

"The Deadly Wait." Dan Mowry is intent on getting even with Marshal Torrance who helped send him to jail. Chuck Connors. (Film)

**10 STATE TROOPER—Police**

"What's Mine Is Mine." A mining engineer is killed in a suspicious explosion. Rod Cameron, Jean Byron. (Film)

**8:30 4 RED SKELTON—Comedy**

Frank "McGraw" Lovejoy joins Red for a Freddie the Freeloader sketch. Gangsters hide out in Freddie's shack. David Rose orchestra. (Film)

A TV GUIDE CLOSE-UP

**7:00 5 6 PERRY COMO—Variety**



**SPECIAL COLOR** "Perry Como on Broadway" finds the singer "touring" New York City's theatrical district. He meets Claudette Colbert of "The Marriage-go-round," Gertrude Berg and Sir Cedric Hardwicke of "A Majority of One," Cyril Ritchard of "The Pleasure of His Company," France Nuyen of "The World of Suzie Wong" and Juanita Hall of "Flower Drum Song." They all perform, as do "Como show" regulars:

the Ray Charles singers, Louis Da Pron dancers, Mitchell Ayres orchestra and announcer Frank Gallop. (Tape)

**Highlights**

"Capt. Hook's Waltz" ..... Ritchard  
"Happy Talk" ..... Nuyen, Hall  
"Tomboy" ..... Como  
"Getting to Know You" ..... All  
"No Business Like Show Business" ..... All

**5 6 BOB CUMMINGS—Comedy**

George Montgomery of TV's "Cimarron City" appears in "Bob Goes Western." Tammy arrives at Bob's studio to have her picture taken with George Montgomery, her favorite Western star. In an effort to bolster Tammy's faith in Bob, George tells her that Bob is an expert horseback rider. Ann B. Davis. (Film)

**8 NAKED CITY—Police**

"A Running of Bulls." Lt. Mike Parker and Detective James Halloran guard a dictator's young son during the lad's visit to New York City. Horace McMahon. (Film)

**10 WHIRLYBIRDS—Adventure**

"Unwanted." A boy runs away from his wealthy family after he has quarreled with his stepmother. Kenneth Tobey, Craig Hill. (Film)

**9:00 4 10 GARRY MOORE—Variety**

On his return to New York City after a three-week Hollywood visit, Garry welcomes singers Roberta Sherwood and Tony Bennett, dancer Carol Haney and

comedians Alan King and Billy Gilbert Irwin Kostal orchestra

**5 6 CALIFORNIANS—Western**  
"Guns for King Joseph." When lawyer Jeremy Pitt aids an Indian outlaw, he incurs the disfavor of Marshal Matt Wayne. Richard Coogan. (Film)

**8 ALCOA PRESENTS—Drama**

"The Vision." During a battle, four French soldiers suddenly cease firing and leave the battlefield. Accused of desertion under fire, the men are hesitant to reveal what caused them to desert. Bruce Gordon, Pernell Roberts. (Film)

**11 OUTLAW—Western**

"Sontag and Evans." Two men wage a campaign of robbery and sabotage against the railroads of California. Jim Davis, Kristine Miller. (Film)

**9:30 5 STATE TROOPER—Police**

"Larceny and Old Ave." A convict threatens the life of State Trooper Blake. Rod Cameron, Judith Ames. (Film)

**6 UNION PACIFIC—Adventure**

"The Trestle." Flood threatens to de-

**SPECIAL! SPECIAL! SPECIAL!**

Tonight's the Night! "An Evening With  
*Pontiac Star Parade*  
Perry Como"

WITH  
SIR CEDRIC HARDWICKE • CYRIL RITCHARD  
FRANCE NUYEN • GERTRUDE BERG

IN LIVING COLOR

**7 P. M. Channel 5 6**

BROUGHT TO YOU BY YOUR AUTHORIZED PONTIAC DEALER

# TUESDAY

molish a trestle and halt work on the railroad. Jeff Morrow, Judd Pratt. (Film)

## 8 MACKENZIE'S RAIDERS

Mackenzie gives a reporter a lesson in calvary tactics. Richard Carlson. (Film)

## 11 HOW TO MARRY A MILLIONAIRE—Comedy

"Good-time Charlie." The girls set out to reform a millionaire playboy. Lori Nelson, Merry Anders. (Film)

## 10:00 4 5 8 10 NEWS

## 6 WEATHER, NEWS, SPORTS

## 11 MOVIE—Mystery

"Haunted Honeymoon." (1940) Ft. Worth TV Debut. An amateur detective and his bride turn their honeymoon into a busman's holiday. Robert Montgomery, Constance Cummings, Leslie Banks.

## 10:10 8 WEATHER—Dale Milford

## 10:15 4 5 10 WEATHER

## 8 NEWS—John Daly

## 10:20 4 PEOPLE AND PLACES—Hogan

## 10:25 5 NEWS—Charles Murphy

## 10 SPORTS—Ben Vaughn

MARCH 24

Evening

## 10:30 4 MOVIE—Drama

"The Woman from Tangier." (1947) An American dancer becomes involved in murder in Tangier. Adele Jergens.

## 5 SPORTS—Bud Sherman

## 6 JACK PAAR—Variety

## 8 MOVIE—Drama

"His Excellency." The appointment of a man to governor of a small Mediterranean island has a profound effect on the island. Eric Portman, Cecil Parker

## 10 GALE STORM—Comedy

"An Old Chinese Custom." Susanna unwillingly acquires a Chinese servant. ZaSu Pitts (Film)

## 10:35 5 JACK PAAR—Variety

## 11:00 10 TV THEATER—Drama

"The Sword Strikes." A man protects the innocent from the police in this historical adventure. Richard Avonde. (Film)

## 11:30 11 MOVIE—Mystery

"Nancy Steele Is Missing." (1937) A waiter in a club kidnaps a financier's baby. Victor McLaglen, Walter Connolly



# Party Time

WITH  
"Uncle Tiny Grant"

Tons of toys, cartoons, games and party-time treats following the "4 O'Clock Movie" on Channel 4

## MONDAY THRU FRIDAY 5:15 PM

KRLD-TV Channel 4. Dallas



# WIN THIS all NEW ATLAS SEWING MACHINE

## ENTER ATLAS' BIG INSERT the word CONTEST

NATIONALLY ADVERTISED  
LIST PRICE  
**\$219<sup>50</sup>**



Guaranteed by Good Housekeeping

FOLLOW THESE SIMPLE RULES:

1. S \_ \_ \_ P . . . Insert a kind of hat and have a heavy walk.
2. S \_ \_ \_ G . . . Insert a metal and have a bite.
3. G \_ \_ \_ T . . . Insert moved swiftly and have to give.
4. S \_ \_ \_ K . . . Insert a beverage and have a main dish.
5. T \_ \_ \_ P . . . Insert a liquor and have a winning card.
6. S \_ \_ \_ E . . . Insert a hole and have rancor.
7. N \_ \_ \_ R . . . Insert night before and have at no time.
8. T \_ \_ \_ P . . . Insert a sheep and have a hobo.
9. B \_ \_ \_ D . . . Insert a garden tool and have slowed.
10. C \_ \_ \_ E . . . Insert edge and have misdeed.
11. B \_ \_ \_ E . . . Insert groove and have kind of strength.
12. G \_ \_ \_ E . . . Insert top and have soar.
13. S \_ \_ \_ E . . . Insert always and have harsh.
14. D \_ \_ \_ H . . . Insert to consume and have finality.
15. S \_ \_ \_ E . . . Insert a label and have a place to perform.

**FREE** A Double Strand of Lovely Imported Simulated Pearls for Every Lady Entering this Contest!



CONTEST EXPIRES  
MIDNIGHT  
MARCH 28, 1959

**ATLAS SEWING  
CENTERS**

## ATLAS SEWING CENTERS DEPT. TV-S

1020 ELM ST., DALLAS, TEXAS

Gentlemen: I wish to submit my entry in agreement with the above rules.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

PHONE \_\_\_\_\_

IF RURAL ROUTE LISTING, PLEASE PRINT DIRECTIONS TO YOUR HOME:

## MORNING

- 6:30 **5 6** CONTINENTAL CLASS-ROOM—Education  
"The Compton Effect." Prof. Harvey E. White. (Tape)  
Tomorrow and Friday this program takes an Easter recess.
- 7:00 **5 6** TODAY—Dave Garroway
- 7:30 **4** CARTOONS—Kids  
**8** FOR KIDS ONLY—Puppets
- 8:00 **4 10** NEWS—Harry Reasoner
- 8:15 **4 10** CAPT. KANGAROO—Kids  
Singer Bennye Gatteys joins the Treasure House gang as they bring the player-piano down from the attic. (Tape)
- 8:30 **8** ROMPER ROOM—Kids
- 8:45 **4** NEWS
- 9:00 **4 10** MORNING PLAYHOUSE  
"Nothing to do Till Next Fall." A college football coach's contract will not be renewed unless his team wins the big homecoming game. James Dunn. (Film)  
**5 6** DOUGH RE MI—Quiz  
**11** LITTLE RASCALS—Comedy  
"Three Smart Boys," "Rushin' Ballet," "Making Stars." (Film)
- 9:30 **4 10** ARTHUR GODFREY—Variety  
Arthur's guests are singers Johnny Nash and Jenny Smith. (Tape)  
**5 6** TREASURE HUNT—Quiz  
**8** TOPPER—Comedy  
"Topper's Other Job." Topper faces the problem of finding another job when his boss retires. Leo G. Carroll. (Film)
- 9:45 **11** MOVIE—Double Feature  
1. "Confirm or Deny." (1941) A war

WHAT WAS  
**DODGE CITY**  
REALLY LIKE?



On Sale  
Today

- correspondent comes across a story he thinks will make the biggest scoop of his career. Don Ameche, Joan Bennett. 2. "Venus Makes Trouble." (1937) An advertising man is reduced to a diet of peanuts. James Dunn, Patricia Ellis.
- 10:00 **4 10** I LOVE LUCY—Comedy  
Lucy and Ricky hire a maid. But the maid doesn't just help—she takes over Lucille Ball. (Film)
- 5 6** PRICE IS RIGHT—Contest  
**8** SUSIE—Comedy  
"Passing the Buck." Susie and Mr. Sands lose control of a literary masterpiece. Ann Sothorn, Don Porter. (Film)
- 10:30 **4 10** TOP DOLLAR—Quiz  
**5 6** CONCENTRATION—Contest  
**8** BURNS AND ALLEN—Comedy  
"Back from Paris." Gracie plans to open a dress shop. Bea Benaderet. (Film)
- 11:00 **4** LOVE OF LIFE—Serial  
**5 6** TIC TAC DOUGH—Quiz  
**8** JULIE BENELL—Women  
**10** BETTER LIVING—Russell
- 11:30 **4 10** SEARCH FOR TOMORROW  
**5 6** IT COULD BE YOU—Leyden  
**8** PETER LIND HAYES—Variety
- 11:45 **4 10** GUIDING LIGHT—Serial
- 11:55 **11** TAKE FIVE—Mark Stevens

## AFTERNOON

- 12:00 **4 5** NEWS  
**6** WEATHER—Eddie Schuster  
**10** NEWS—Walter Cronkite  
**11** CARTOON CLUBHOUSE—Kids  
"Herring Murder Case," "No Other One," "Say, Ah, Jasper."
- 12:05 **6** FARM REPORT—Clark Bolt  
**10** NEWS—Russ Grovener
- 12:15 **4** FASHIONS IN FACES—Women  
**10** FARM REPORT—Johnny Watkins
- 12:25 **6** NEWS—Eddie Schuster
- 12:30 **4** AS THE WORLD TURNS—Serial  
**5** PEOPLE'S CHOICE—Comedy  
"The Family Way." A doctor tells Sock he is to become a father. Jackie Cooper, Patricia Breslin. (Film)  
**6** MR. AND MRS. NORTH—Mystery  
"On the Rocks." The Norths find murder in the country. Barbara Britton. (Film)

- 12:45 **8** PLAY YOUR HUNCH—Contest  
**11** MOVIE—Musical Comedy  
"Gold Diggers in Paris." (1938) A band-leader and his night club dancers find themselves in Paris at a dance festival. Rudy Vallee, Rosemary Lane.
- 1:00 **4 10** JIMMY DEAN—Variety  
Jazz pianist Joe Bushkin is Jimmy's guest. (Tape)  
**5 6** **COLOR** TRUTH OR CONSEQUENCES—Quiz  
**8** LIBERACE—Variety  
Selections: "There'll Be Some Changes Made," "Day by Day," "True Love," "Blue Tango." (Tape)
- 1:30 **4 10** HOUSE PARTY—Linkletter  
Trumpeter Clyde McCoy visits. Art Linkletter hosts.  
**5 6** **COLOR** HAGGIS BAGGIS  
**8** OUR MISS BROOKS—Comedy  
"The Jewel Robbery." Mr. Conklin is mistaken for a thief. Eve Arden. (Film)
- 2:00 **4 10** BIG PAYOFF—Quiz  
**5 6** YOUNG DR. MALONE—Serial  
**8** DAY IN COURT—Drama
- 2:30 **4 10** VERDICT IS YOURS—Drama  
**5 6** FROM THESE ROOTS—Serial  
**8** MUSIC BINGO—Quiz
- 2:40 **11** TAKE FIVE—Mark Stevens
- 2:45 **11** ANN ALDEN—Interview
- 3:00 **4 10** BRIGHTER DAY—Serial  
**5 6** QUEEN FOR A DAY—Bailey  
**8** BEAT THE CLOCK—Bud Collyer  
**11** I MARRIED JOAN—Comedy  
"Double Wedding." Brad and Joan plan a repeat performance of their wedding. Joan Davis, Jim Backus. (Film)
- 3:15 **4 10** SECRET STORM—Serial
- 3:30 **4 10** EDGE OF NIGHT—Serial  
**5 6** COUNTY FAIR—Bert Parks  
**8** WHO DO YOU TRUST?—Quiz  
**11** ROY ROGERS—Western  
"The Scavenger." Two counterfeiters drop their loot into a garbage can. Dale Evans. (Film)
- 4:00 **4** MOVIE—Drama  
"The Blackwell Story." Despite her father's strenuous objections a girl is determined to become a doctor. Joanne Dru, Marshall Thompson.  
This show was originally seen on "Playhouse 90."

## MOVIE—Comedy

"Friendly Enemies." Two men disagree over their loyalty during World War 1. Charles Winninger, James Craig.

## OUR MISS BROOKS—Comedy

"Reunion." Connie decides to quit her teaching career. Eve Arden. (Film)

## AMERICAN BANDSTAND

Dick Clark's guests are the Flamingos, vocal group. (Tape)

## ABBOTT AND COSTELLO

"Bank Holdup." Bud and Lou go to work for a holdup artist. (Film)

## HAPPY HOUR—Kids

## EARLY SHOW—Kids

## POPEYE—Cartoons

## PARTY TIME—Tiny Grant

## TEEN-AGE DOWNBEAT

**COLOR** Haltom Junior High School students visit the show today

## ROY ROGERS—Western

"Horse Crazy." Roy tangles with three wanted criminals when he is kidnaped by the gang leader. Dale Evans. (Film)

## MICKEY MOUSE CLUB

1. Polar Flight. We follow a plane flight from Los Angeles, Cal., to Copenhagen, Denmark, by way of the North Pole. 2. "Old MacDonald Had a Tree." with Jimmie Dodd, Roy Williams and the Mouseketeers. 3. Cartoon, "Rescue Dog," with Pluto. (Film)

## POPEYE—Cartoons

"Puppet Love," "She Sick Sailors"

## EVENING

## NEWS, WEATHER

## NEWS, WEATHER

## WILD BILL HICKOK—Western

"The Steam Wagon." Patent-seeking backers of Grandpaw Crank's steam wagon try to sabotage the vehicle. Guy Madison, Andy Devine. (Film)

## SPORTS—Eddie Schuster

## NEWS—Douglas Edwards

## NEWS—Chet Huntley

## SPORTS—Wes Wise

## TWILIGHT THEATER—Drama

William Bendix and Audrey Totter in "The Mechanical Cook." An Air Force crew chief who wants to be a cook gets

his big chance. He is assigned to the private plane of a general who is reputed to be a gourmet. (Film)

**5 6 WAGON TRAIN—Western**  
Vera Miles in "The Sister Rita Story." On their way to Nevada to start an Indian mission school, three nuns are aided by Flint McCullough. Ward Bond, Robert Horton, Frank McGrath. (Film)

**8 LAWRENCE WELK—Music**  
Mike Quatro, former Little Band pianist, returns as a guest. Musical highlights include "Tomboy," "Bye Bye Baby" and "Angel on a Carousel."

**10 WALT DISNEY—Adventure**  
"The Slaughter Trail." Convinced that his cattle would die on the long, dry Chisholm Trail, Slaughter opens a new and shorter trail. Tom Tryon. (Film)

**11 THREE STOOGES—Comedy**  
"Rockin' Thru the Rockies." (Film)

6:50 **11 CARTOONS—Kids**  
Bugs Bunny in "Rhapsody Rabbit."

7:00 **4 KEEP TALKING—Carl Reiner**  
**11 CASEY JONES—Adventure**  
"Honeymoon Express." Casey is commissioned to drive a man on a pre-wedding trip. Alan Hale. (Film)

7:30 **4 TRACKDOWN—Western**  
From a man he doesn't know, Texas Ranger Hoby Gilman receives a letter predicting his death. Robert Culp. (Film)

**5 6 PRICE IS RIGHT—Contest**  
**COLOR** Emcee Bill Cullen announces the winner of the Spring Showcase.

**8 OZZIE AND HARRIET—Comedy**  
"Ricky the Bullfighter." Ricky is very impressed with a beautiful exchange student from Spain. Hoping to attract her

attention, he decides to take up bullfighting. Joyce Taylor. (Film)

**10 ZORRO—Adventure**  
"Zorro and the Mountain Man." Joe Crane, a bold, carefree trapper, arrives in Los Angeles. His unorthodox actions soon provoke the wrath of Don Carlos Hernandez. Guy Williams. (Film)

**11 MOVIE—Biography**  
"Tennessee Johnson." (1942) Ft. Worth TV Debut. Andrew Johnson starts out as an illiterate tailor's apprentice and rises to the Presidency of the United States. Van Heflin, Lionel Barrymore

8:00 **4 10 MILLIONAIRE—Drama**  
Nancy Gates and Gene Nelson in "Millionaire Marcia Forest." Marcia's husband, a police lieutenant, has identified a killer. She decides to use part of her million-dollar check to further the investigation. Marvin Miller, Mercedes Shirley, Bill Henry. (Film)

**5 MILTON BERLE—Kraft Music Hall**

**COLOR** Milton's guests are actress Yvonne DeCarlo, the Four Lads, vocal group, and the Trio Cottas, dog act. Billy May orchestra.

**6 GRAY GHOST—Adventure**

**DEBUT** "The Gray Ghost" is a half-hour filmed series based on the activities of a band of Confederate soldiers under the leadership of Maj. John Mosby. Tonight: "Mosby's Rangers." The Union sends a young Southern woman into Mosby's camp as a spy. Tod Andrews.

**8 DONNA REED—Comedy**  
"The Yellow Dress." After she and Alex have dinner with a newly married couple, Donna comes home convinced that her marriage has been dull. Carl Betz. (Film)

8:30 **4 10 I'VE GOT A SECRET—Panel**  
**5 BAT MASTERSON—Western**

"Tumbleweed Wagon." Bat Masterson is deputized as a federal officer in order to transport outlaw Luke Steiger from Concho to Fort Smith. Steiger is to stand trial for killing one of Bat's friends. Gene Barry. (Film)

**6 PATTI PAGE—Variety**  
Patti welcomes jazzman Duke Ellington and also the Dukes of Dixieland. (Tape)

**8 COL. FLACK—Drama**  
"The Bank Teller." Flack helps a bank

teller solve his problems. Alan Mowbray, Frank Jenks. (Film)

9:00 **4 U.S. STEEL HOUR—Drama**  
Roddy McDowall and Victor Jory in "Night of Betrayal," by James Lipton. The son of a wealthy French collaborator is secretly a member of the underground. He falls in love and marries a young girl who is hiding. (Film)

**5 6 THIS IS YOUR LIFE**  
Ralph Edwards traces the life story of a well-known personality from the entertainment world.

**8 BOXING—Golden Gloves**  
**SPECIAL** Four of the championship bouts of the East-West Golden Gloves finals are scheduled to be telecast from Chicago Stadium, Chicago. Each fight is limited to three three-minute rounds. If the first three bouts go the limit, the fourth will probably not be televised. Scoring by points. Jack Drees reports. Compiled by Nat Fleischer (The Ring)

**10 U.S. MARSHAL—Police**  
"The Arraignment." Two prisoners trying to break out of jail hold a guard and another prisoner as hostages. John Bromfield, Phil Pine. (Film)

9:30 **5 BIG STORY—Drama**  
"Shield 21—in Line of Duty." A man witnesses the shooting of a state trooper friend. (Film)

**6 DEATH VALLEY DAYS—Drama**  
"The Death Valley Kid." A sheriff tracks a dangerous killer into the desert. Bruce Edwards, Richard Emory. (Film)

**10 BIG STORY—Drama**  
**11 NEW YORK CONFIDENTIAL**  
"The Captain Kenesaw Story." An elderly

gentleman wins a large sum of money on a quiz show. Lee Tracy. (Film)

9:45 **8 LOCKER ROOM—Wes Wise**

10:00 **4 5 8 10 NEWS**

**6 WEATHER, NEWS, SPORTS**

**11 MOVIE—War Drama**

"Escape." (1940) Ft. Worth TV Debut. A man struggles desperately to get his mother out of Nazi Germany. Norma Shearer, Robert Taylor, Conrad Veidt.

10:10 **8 WEATHER—Dale Milford**

10:15 **4 5 10 WEATHER**

**8 NEWS—John Daly**

10:20 **4 PEOPLE AND PLACES—Hogan**

10:25 **5 NEWS—Charles Murphy**

**10 SPORTS—Ben Vaughn**

10:30 **4 MOVIE—Drama**

"The Officer and the Lady." (1941) Story of an honest cop, his girl, and the front man for a holdup mob. Rochelle Hudson, Bruce Bennett, Roger Pryor.

**5 SPORTS—Bud Sherman**

**6 JACK PAAR—Variety**

**8 MOVIE—Melodrama**

"99 River Street." (1953) A taxi driver discovers that his wife is stepping out with another man. John Payne, Evelyn Keyes, Brad Dexter, Peggie Castle.

**10 TV THEATER—Drama**

"Unfinished Business." A man, supposedly dead, returns to help his widow to forget him and try to marry again. Dane Clark. (Film)

10:35 **5 JACK PAAR—Variety**

11:30 **11 MOVIE—Adventure**

"The Great Meadow." (1931) Ft. Worth TV Debut. Pioneers experience severe hardships colonizing Kentucky. Johnny Mack Brown, Eleanor Boardman.

## BAT MASTERSON

Starring Gene Barry

WEDS., 8:30 P.M.

CHANNEL **5**

presented by

**KRAFT**



**RODDY McDOWALL**

**VICTOR JORY**

co-star in

"Night of Betrayal"

**U. S. STEEL HOUR**

**9 PM WEDNESDAY CH. 4**

TV GUIDE



# THURSDAY

## MORNING

- 7:00 **5** **6** TODAY—Dave Garroway  
 7:30 **4** CARTOONS—Kids  
**8** FOR KIDS ONLY—Puppets  
 8:00 **4** **10** NEWS—Harry Reasoner  
 8:15 **4** **10** CAPT. KANGAROO—Kids  
 Singer Benny Gatteys joins the Captain and Mr. Green Jeans, entering some pictures in a photo contest. Tom Terrific cartoon. (Tape)  
 8:30 **8** ROMPER ROOM—Kids  
 8:45 **4** NEWS  
 9:00 **4** **10** MORNING PLAYHOUSE  
 Alex Nicol in "No Trial by Jury." After a valuable horse drowns in his well, a homesteader faces ruin. (Film)  
**5** **6** DOUGH RE MI—Quiz  
**11** LITTLE RASCALS—Comedy  
 "When the Wind Blows," "Mask a Raid," "Educated Fish," "Granite Hotel." (Film)  
 9:30 **4** **10** ARTHUR GODFREY—Variety  
**5** **6** TREASURE HUNT—Quiz  
**8** TOPPER—Comedy  
 "Topper's Uranium Pile." George finds uranium in Topper's backyard. Leo G. Carroll, Anne Jeffreys. (Film)  
 9:45 **11** MOVIE—Double Feature  
 1. "Carolina Blues." (1944) A girl quits a band in order to get married. Kay Kyser, Ann Miller 2. "Riders of the Purple Sage." (1941) Zane Grey's story of outlaws who pose as vigilantes. George Montgomery, Mary Howard.  
 10:00 **4** **10** I LOVE LUCY—Comedy  
 Ricky decides to audition Indians at his home. Lucille Ball, Desi Arnaz. (Film)  
**5** **6** PRICE IS RIGHT—Contest  
**8** SUSIE—Comedy  
 "Too Good to Be True." Susie tries to help Cagey sign his only client for a role on Broadway. Ann Sothern. (Film)  
 10:30 **4** **10** TOP DOLLAR—Quiz  
**5** **6** CONCENTRATION—Contest  
**8** BURNS AND ALLEN—Comedy  
 "The 24 Dresses." George is not in favor of Gracie opening a dress shop. Bea Benaderet, Ronnie Burns. (Film)  
 11:00 **4** LOVE OF LIFE—Serial  
**5** **6** TIC TAC DOUGH—Quiz  
**8** JULIE BENELL—Cooking

# MARCH 26

## Morning-Afternoon

- 11:30 **10** BETTER LIVING—Russell  
**4** **10** SEARCH FOR TOMORROW  
**5** **6** IT COULD BE YOU—Leyden  
**8** PETER LIND HAYES—Variety  
 11:45 **4** **10** GUIDING LIGHT—Serial  
 11:55 **11** TAKE FIVE—Mark Stevens

## AFTERNOON

- 12:00 **4** **5** NEWS  
**6** WEATHER—Eddie Schuster  
**10** NEWS—Walter Cronkite  
**11** CARTOON CLUBHOUSE—Kids  
 "Somewhere in Dreamland," "Radio Riot," "Jasper and Watermelons."  
 12:05 **6** FARM REPORT—Clark Bolt  
**10** NEWS—Russ Grovener  
 12:15 **4** NEWS  
**10** FARM REPORT—Johnny Watkins  
 12:25 **6** NEWS—Eddie Schuster  
 12:30 **4** AS THE WORLD TURNS—Serial  
**5** PEOPLE'S CHOICE—Comedy  
 "Cleo. Secret Dog." Cleo lands in the doghouse. Jackie Cooper. (Film)  
**6** MR. AND MRS. NORTH—Mystery  
 "Till Death Do Us Part." While celebrating their wedding anniversary, Pam and Jerry are interrupted by a corpse. Barbara Britton, Richard Denning. (Film)  
**8** PLAY YOUR HUNCH—Contest  
 Contestants guess which of three little boys is a judo expert. Merv Griffin is emcee. (Tape)  
 12:45 **11** MOVIE—Police  
 "Cry of the City." (1948) Two men who grew up in the same neighborhood find themselves on opposite sides of the law. Victor Mature, Richard Conte.  
 1:00 **4** **10** JIMMY DEAN—Variety  
**5** **6** **COLOR** TRUTH OR CONSEQUENCES—Quiz  
**8** LIBERACE—Variety  
 Selections "Alexander's Ragtime Band," "I'm Glad There Is You," "No New Tunes on this Old Piano." (Tape)  
 1:30 **4** **10** HOUSE PARTY—Linkletter  
**5** **6** **COLOR** HAGGIS BAGGIS  
**8** OUR MISS BROOKS—Comedy  
 2:00 **4** **10** BIG PAYOFF—Quiz  
**5** **6** YOUNG DR. MALONE—Serial  
**8** DAY IN COURT—Drama

- 2:30 **4** **10** VERDICT IS YOURS—Drama  
**5** **6** FROM THESE ROOTS—Serial  
**8** MUSIC BINGO—Quiz  
 2:40 **11** TAKE FIVE—Mark Stevens  
 2:45 **11** ANN ALDEN—Interview  
 3:00 **4** **10** BRIGHTER DAY—Serial  
**5** **6** QUEEN FOR A DAY—Bailey  
**8** BEAT THE CLOCK—Bud Collyer  
 A blindfolded man attempts to cut a string being swung in front of him by his wife. Bud Collyer is emcee. (Tape)  
**11** I MARRIED JOAN—Comedy  
 "Broken Toe." Brad is hospitalized as a result of a banana-peel accident. Joan Davis, Jim Backus. (Film)  
 3:15 **4** **10** SECRET STORM—Serial  
 3:30 **4** **10** EDGE OF NIGHT—Serial  
**5** **6** COUNTY FAIR—Bert Parks  
**8** WHO DO YOU TRUST?—Quiz  
**11** ROY ROGERS—Western  
 "False Faces." A prospector is killed in an old Indian burial ground. Dale Evans, George "Gabby" Hayes. (Film)  
 4:00 **4** MOVIE—Western  
 "Frontier Badmen" (1943) A Texas cattleman drives his big herd into Abilene. Robert Paige, Diana Barrymore.  
**5** MOVIE—Drama  
 "The Man Who Found Himself." (1937) A doctor is plunged into a sea of notoriety after an innocent act of kindness. John Beal, Joan Fontaine, Philip Huston.  
**6** OUR MISS BROOKS—Comedy  
 "Twins at School." Miss Brooks gets an outside job. Eve Arden. (Film)  
**8** **10** AMERICAN BANDSTAND  
**11** ABBOTT AND COSTELLO  
 "The Birthday Party." Lou throws a birthday party for himself. (Film)  
 4:30 **6** HAPPY HOUR—Kids  
**11** EARLY SHOW—Kids  
 4:45 **6** LAUREL AND HARDY—Comedy  
 5:00 **6** POPEYE—Cartoons  
 5:15 **4** PARTY TIME—Tiny Grant  
 5:30 **5** TEEN-AGE DOWNBEAT  
**COLOR** The Teen Age Dance Club visits. Tom Mullarkey.  
**6** HUCKLEBERRY HOUND  
**8** **10** ADVENTURE TIME—Disney  
 Serial: "The Secret of Mystery Lake," conclusion. With Laney as his guide, Bill Richards enters Moccasin Swamp to photograph a colony of egrets. Bill Richards, George Fenneman, Laney, Gloria Marshall. (Film)  
**11** POPEYE—Cartoons  
 "Stealin' Ain't Honest," "Bridge Ahoy," "Dance Contest."

# MARCH 26

## Afternoon-Evening

## EVENING

- 6:00 **4** **6** **8** **10** NEWS, WEATHER  
**5** **COLOR** NEWS, WEATHER  
**11** HUCKLEBERRY HOUND  
 Cartoons "Boxing Buddy," "Tough Little Termite," "Hide and Go Seek."  
 6:10 **6** SPORTS—Eddie Schuster  
 6:15 **4** **10** NEWS—Douglas Edwards  
**5** **6** NEWS—Chet Huntley  
 6:20 **8** SPORTS—Wes Wise  
 6:30 **4** I LOVE LUCY—Comedy  
 John Wayne makes a guest appearance tonight. Lucy has taken a block of cement containing Wayne's footprints from Grauman's Chinese Theater. Lucille Ball, Desi Arnaz. (Film)  
**5** **6** JEFFERSON DRUM—Western  
 "Bad Day for a Tinhorn." A group of dance-hall hostess arrives in Jubilee and opens up a saloon. Jefferson Drum runs an ad announcing their arrival in town. Jeff Richards. (Film)  
**8** LEAVE IT TO BEAVER—Comedy  
 Beaver finds himself facing a lonely week-

# BOYS!

## EARN EXTRA CASH AFTER SCHOOL. SELL TV GUIDE

Build up a route of TV GUIDE customers in your neighborhood. It takes only a couple of hours a week. Make extra spending money.

## FOR COMPLETE INFORMATION

WRITE TO:  
 MONTROSE DISTRIBUTING CO.  
 Box 6354  
 Houston 6, Texas

end when he gets locked in the principal's office. Jerry Mathers, Tony Dow, Barbara Billingsley, Hugh Beaumont. (Film)

**10 OZZIE AND HARRIET—Comedy**  
See Wed., 7:30 P.M., Ch. 8 for details.

**11 THREE STOOGES—Comedy**  
"Wee Wee Monsieur." (Film)

6:50 **11 CARTOONS—Kids**  
Bugs Bunny in "Harum Scarum."

7:00 **4 10 DECEMBER BRIDE—Comedy**  
Rory "The Texan" Calhoun makes a guest appearance tonight. Teen-ager Bobby Hamilton, visiting the Henshaws, meets Rory Calhoun and is very impressed. Spring Byington, Dean Miller. (Film)

**5 6 STEVE CANYON—Adventure**  
Airman Pete Randall's transfer to the Air Force Academy is jeopardized by a disagreement with a sergeant over a girl. Lt. Col. Steve Canyon intervenes. Dean Fredericks. (Film)

**8 ZORRO—Adventure**  
"The Hound of the Sierras." Zorro helps trapper Joe Crane escape from jail. Once free, Joe realizes that his furs are still

imprisoned and decides to try to reclaim them. Guy Williams. (Film)

**11 OUR GANG—Comedy**

The boys in "Going to Press." (Film)

7:15 **11 MOVIE—Western**

"Dakota Lil" (1949) The government sends a man West to round up a notorious gang. Rod Cameron, Marie Windsor.

7:30 **4 SEA HUNT—Adventure**

Mike dives to the rescue when a scuba diver is dragged under by a fish. Lloyd Bridges. (Film)

**5 6 HAYES AND HENDERSON**

**DEBUT** Singers Bill Hayes and Florence Henderson are hosts for a series of 30-minute dramas. Well-known songs of the present and past are woven into the stories and sung by the guest performers. This week Genevieve and Jackie Cooper star in "A Nice Place to Hide," by John Vlahos. A young French exchange student working in a small Midwest library saves a hobo from the police. Marie: Genevieve. Jim: Jackie Cooper. (Tape)

**8 REAL McCOYS—Comedy**

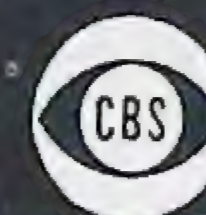
"Grampa Takes the Primrose Path" Grampa ditches Flora MacMichael and spends his time with another woman, who is visiting the ranch. Walter Brennan, Richard Crenna, Kathy Nolan, Lydia Reed, Michael Winkelman. (Film)

**10 YANCY DERRINGER—Adventure**

"Collector's Item." Yancy becomes friendly with a widow who is attempting to aid the orphans of New Orleans. To help the young lady commit what he considers to be a justifiable crime, Yancy enlists the aid of Mathew Brady, the famous photographer. Jock Mahoney, X Brands, Kevin Hagen. (Film)

8:00 **4 10 ZANE GREY—Western**

Brian Keith and Neville Brand in "Trouble at Tres Cruces" After many years away from his family, Dave Blasingame is asked to return home. Dave makes the trip, unaware that his only relative has been killed and his family's land has been seized by a ruthless tyrant. Dick Powell is the host. (Film)

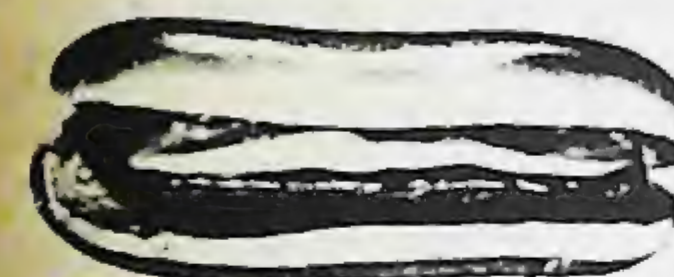


# TONITE

7:30 CHANNEL **10**

# YANCY DERRINGER

presented by **JOHNSON'S WAX**



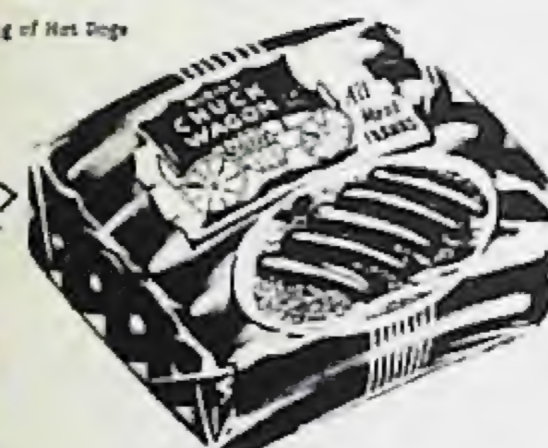
they're

## ALL MEAT

and guaranteed delicious!



the King of Hot Dogs



Robin's  
**CHUCK WAGON**  
FRANKS

Premiere Tonight . . .

# "OLDSMOBILE MUSIC THEATER"

Featuring Original Stories...  
Favorite Songs...Every Thursday!

7:30-8:00 P.M.  
Channel 5-6

Brought to you by

# OLDSMOBILE

in behalf of your Local Authorized Quality Dealer

Presenting

## "A Nice Place to Hide"

starring

## JACKIE COOPER

and presenting

## GENEVIEVE

in her first  
dramatic TV role

your  
Oldsmobile  
host and hostess

**BILL HAYES**

**FLORENCE  
HENDERSON**

# THURSDAY

**5 6 BEHIND CLOSED DOORS**  
"Double Agent." Harry Shaw, a British counterintelligence agent, tries to track down a spy who works for both the East and West. Bruce Gordon. (Film)

## Cast

Harry Shaw John Sutton  
Robertson Liam Sullivan  
Feld Theodore Marcuse  
Marta Radek Violet Rensing  
Schultz John Thye

**8 PAT BOONE—Variety**

Pat's guest is actor Tab Hunter.

**8:30 4 10 PLAYHOUSE 90—Drama**

Martha Scott and Buddy Ebsen in "A Trip to Paradise," by Adrian Spies. Teenager Raymond Austin, lonely and troubled since the death of his father, meets a pretty teen-age girl named Ellie. She introduces him to a group of teen-agers who are well-dressed but rough and ill-mannered. Raymond finds himself questioning the action of his new acquaintances. Susan Oliver, Martin Balsam.

**5 6 ERNIE FORD—Variety**

**COLOR** Ernie's guest is actor Lloyd Nolan. Harry Geller orchestra.

**8 ROUGH RIDERS—Western**

"Lesson in Violence." When Mayor Thackeray sets out to harm schoolteacher Holly Morrow's reputation, his wife Dora decides to help the teacher. Jan Merlin, Kent Taylor, Peter Whitney. (Film)

**9:00 5 6 GROUCHO MARX—Quiz**

Groucho's contestants include Earl Leaf, photographer of pretty girls. George Fenneman. (Film)

**8 MIKE HAMMER—Mystery**

**11 OFFICIAL DETECTIVE—Sloane**  
"The People vs. Al Nicoloff." Two boys accuse their older brother of murdering their mother. Everett Sloane narrates the series. (Film)

**9:30 5 6 10 COLOR MASQUERADE PARTY—Panel**

# MARCH 26

## Evening

**8 U.S. MARSHAL—Police**

"The Promise." A boy shoots a sheriff while robbing a hardware store. John Bromfield, Ron Hagerthy. (Film)

**11 SILENT SERVICE—Drama**

"Fish Out of Water." A sub helps demonstrate the effectiveness of a plane-sub liason. Tod Griffin. (Film)

**10:00 4 5 8 10 NEWS**

**6 WEATHER, NEWS, SPORTS**

**11 MOVIE—Police**

"Night Court." (1932) Ft. Worth TV Debut. A judge investigates the activities of a fellow judge whose night court is a hotbed of corruption. Walter Huston, Anita Page, Lewis Stone.

**10:10 8 WEATHER—Dale Milford**

**10:15 4 5 10 WEATHER**

**8 NEWS—John Daly**

**10:20 4 PEOPLE AND PLACES—Hogan**

**10:25 5 NEWS—Charles Murphy**

**10 SPORTS—Ben Vaughn**

**10:30 4 MOVIE—Drama**

"Cadets on Parade." (1942) The paths of two boys, whose backgrounds are very different cross at a military school. Freddie Bartholomew, Jimmy Lydon.

**5 SPORTS**

**6 JACK PAAR—Variety**

**8 MOVIE—Drama**

"The River." (1951) A handsome American arrives in India and his appearance disrupts the lives of three girls. Esmond Knight, Nora Swinburne.

**10 TV THEATER—Drama**

"Account Closed." Two people in love try to cover for the other when a bank embezzlement takes place. George Nader, Carolyn Jones. (Film)

**10:35 5 JACK PAAR—Variety**

**11:30 11 MOVIE—Comedy**

"Sailor's Lady." (1940) Conflict comes between a pair of sailors over a young girl who has inherited a baby. Dana Andrews, Nancy Kelly, Jon Hall.

# FRIDAY

## MORNING

**7:00 5 6 TODAY—Dave Garroway**

**7:30 4 CARTOONS—Kids**

**8 FOR KIDS ONLY—Puppets**

**8:00 4 10 NEWS—Harry Reasoner**

**8:15 4 10 CAPT. KANGAROO—Kids**

With Easter only two days away, Bunny Rabbit wants to be named as the official Easter rabbit. (Tape)

**8:30 8 ROMPER ROOM—Kids**

**8:45 4 NEWS**

**9:00 4 10 MORNING PLAYHOUSE**

Diana Lynn and Chuck Connors in "O'Connor and the Blue-eyed Felon." O'Connor sees a guest approaching his insolvent fishing lodge in the High Sierras. (Film)

**5 6 DOUGH RE MI—Quiz**

**11 LITTLE RASCALS—Comedy**

"Bedtime Worries," "Minnie the Moocher," "In the Desert." (Film)

**9:30 4 10 ARTHUR GODFREY—Variety**

Guests: Author-columnist Jim Bishop and singers Johnny Nash and Jenny Smith. (Tape)

**5 6 TREASURE HUNT—Quiz**

**8 TOPPER—Comedy**

"Topper's Counterfeiters." The bank discovers that phony 10-dollar bills are being passed. Leo G. Carroll. (Film)

**9:45 11 MOVIE—Comedy**

"A Day at the Races." (1937) Ft. Worth TV Debut. Groucho plays a horse doctor in this tale involving race horses. The Marx Brothers, Maureen O'Sullivan.

**10:00 4 10 I LOVE LUCY—Comedy**

Lucy says she doesn't want to celebrate her birthday. Lucille Ball. (Film)

**5 6 PRICE IS RIGHT—Contest**

**8 SUSIE—Comedy**

"Susie's Crusade." Mr. Sands gets irritated with Susie when she exasperates a building manager. Ann Sothern. (Film)

**10:30 4 10 TOP DOLLAR—Quiz**

**5 6 CONCENTRATION—Contest**

**8 BURNS AND ALLEN—Comedy**

"Ronnie Is Lovesick." When Gracie sees Ronnie in costume for a play, she thinks he has joined the Foreign Legion. Ronnie Burns. (Film)

**11:00 4 LOVE OF LIFE—Serial**

**5 6 TIC TAC DOUGH—Quiz**

# MARCH 27

## Morning-Afternoon

**8 JULIE BENELL—Cooking**

**10 BETTER LIVING—Russell**

**11:30 4 10 SEARCH FOR TOMORROW**

**5 6 IT COULD BE YOU—Leyden**

**8 PETER LIND HAYES—Variety**

**11:45 4 10 GUIDING LIGHT—Serial**

**11:55 11 TAKE FIVE—Mark Stevens**

## AFTERNOON

**12:00 4 5 NEWS**

**6 WEATHER—Eddie Schuster**

**10 NEWS—Walter Cronkite**

**11 CARTOON CLUBHOUSE—Kids**

"Fuller Bluff Man," "Bring Himself Back Alive," "New Deal Show."

**12:05 6 FARM REPORT—Clark Bolt**

**10 NEWS—Russ Grovener**

**12:15 4 FASHIONS IN FACES—Women**

**10 FARM REPORT—Johnny Watkins**

**12:25 6 NEWS—Eddie Schuster**

**12:30 4 AS THE WORLD TURNS—Serial**

**5 PEOPLE'S CHOICE—Comedy**

"The Wrong Indians." Sock devises a plan to get families to move into Barkerville. Jackie Cooper, Pat Breslin. (Film)

**6 MR. AND MRS. NORTH—Mystery**

"The Good Buy." Pam's weakness for antiques leads her into a new adventure. Barbara Britton, Richard Denning. (Film)

**8 PLAY YOUR HUNCH—Contest**

**12:45 11 MOVIE—Comedy**

"Ship Ahoy." (1942) Ft. Worth TV Debut. A writer meets the star of a dance troupe. Eleanor Powell, Red Skelton.

**1:00 4 10 JIMMY DEAN—Variety**

**5 6 TRUTH OR CONSEQUENCES**

**COLOR** Beginning Monday, "Truth or Consequences" will be seen weekdays at a later time, 3 P.M.

**8 LIBERACE—Variety**

Selections: "Kitten on the Keys," "Unchained Melody," "Anna." (Tape)

**1:30 4 10 HOUSE PARTY—Linkletter**

**5 6 HOLY WEEK—Religion**

**SPECIAL** Roman Catholic services in two rural French churches are shown in this 30-minute film. We witness the Holy Week liturgy, as it was revised by Pope Pius XII.

"Haggis Baggis" will not be seen today.

# SORE THROAT?

AT THE FIRST SIGN OF A COLD—  
**REACH FOR LISTERINE**

ANTISEPTIC

YOUR NO. 1 PROTECTION AGAINST INFECTION

# FRIDAY

MARCH 27

Afternoon-Evening

- 8** SHROUD OF TURIN—Religion  
**SPECIAL** "The Shroud of Turin," half-hour Eastertide telecast from Chicago, is presented for the sixth straight year. Prof. Francis L. Filas of Loyola U., Chicago, discusses the authenticity of this shroud, which is kept in Turin, Italy.
- 2:00 **4** **10** BIG PAYOFF—Quiz  
**5** **6** YOUNG DR. MALONE—Serial  
**8** DAY IN COURT—Drama
- 2:30 **4** **10** VERDICT IS YOURS—Drama  
**5** **6** FROM THESE ROOTS—Serial  
**8** MUSIC BINGO—Quiz
- 2:40 **11** TAKE FIVE—Mark Stevens  
2:45 **11** ANN ALDEN—Interview
- 3:00 **4** **10** BRIGHTER DAY—Serial  
**5** **6** QUEEN FOR A DAY—Bailey  
Beginning Monday, "Queen for a Day" will be seen weekdays at 1 P.M.  
**8** BEAT THE CLOCK—Bud Collyer  
**11** I MARRIED JOAN—Comedy  
"Anniversary Memo." Brad decides to teach Joan a lesson. Joan Davis. (Film)
- 3:15 **4** **10** SECRET STORM—Serial

"from the  
PERSIAN GULF to  
ZANZIBAR"

A voyage in an Arabian dhow,  
pearl diving, a falcon hunt,  
bullfight — in color tonight.

"HIGH ADVENTURE  
with **LOWELL  
THOMAS**"

7:00 p.m. / channel **4** **10**

Colorcast by United Motors System  
Delco Battery • Delco-Remy

- 3:30 **4** **10** EDGE OF NIGHT—Serial  
**5** **6** COUNTY FAIR—Bert Parks  
**8** WHO DO YOU TRUST?—Quiz  
**11** ROY ROGERS—Western  
"Outcasts of Paradise Valley." Two unsuccessful bank robbers almost hoodwink Roy and his friends into helping them out. Dale Evans. (Film)
- 4:00 **4** MOVIE—Drama  
"All Quiet on the Western Front" (1930) Seven students join the Army at the urging of their professor. Lew Ayres. Louis Wolheim, John Wray.  
**5** MOVIE—Comedy  
"Super Sleuth." (1937) A man tries to solve a mystery and becomes involved in blackmail. Jack Oakie, Ann Sothorn.  
**6** OUR MISS BROOKS—Comedy  
"Nestor's Boy Friend." Mrs. Nestor is against fraternization between teachers. Eve Arden, Bob Sweeney. (Film)
- 8** **10** AMERICAN BANDSTAND  
Dick's guest is Annette Funicello. (Tape)
- 11** ABBOTT AND COSTELLO  
"The Chimp." The boys have a problem with their landlord when he objects to their pet chimpanzee. (Film)
- 4:30 **6** HAPPY HOUR—Kids  
**11** EARLY SHOW—Kids
- 5:00 **6** POPEYE—Cartoons
- 5:15 **4** PARTY TIME—Tiny Grant
- 5:30 **5** TEEN-AGE DOWNBEAT

**COLOR** Irma Marsh and William James Junior High School students visit

- 6** GENE AUTRY—Western  
"Six Gun Romeo." Gene has a "double" problem when he has to contend with bank robbers. Pat Buttram. (Film)
- 8** **10** MICKEY MOUSE CLUB  
**11** POPEYE—Cartoons  
"Alone on the Sarong Seas," "Thrill of Fair," "Tots of Fun."

## EVENING

- 6:00 **4** **6** **8** **10** NEWS, WEATHER  
**5** **COLOR** NEWS, WEATHER  
**11** ANNIE OAKLEY—Western  
"Dude's Decision." Annie becomes suspicious of a smooth talking gentleman. Gail Davis. (Film)
- 6:10 **6** SPORTS—Eddie Schuster

MARCH 27

Evening

- 6:15 **4** **10** NEWS—Douglas Edwards  
**5** **6** NEWS—Chet Huntley  
Newsman David Brinkley rejoins this program Monday
- 6:20 **8** SPORTS—Wes Wise
- 6:30 **4** YOUR HIT PARADE—Music  
Tonight's guests are the Four Freshmen Harry Sosnik orchestra
- 5** **6** NORTHWEST PASSAGE  
**COLOR** "The Red Coat." A British officer is assigned to accompany Maj. Roberts and the Rangers in an attempt to capture a French general. Keith Larsen, Buddy Ebsen. (Film)
- 8** **10** RIN TIN TIN—Adventure  
A lieutenant in the Mexican forces requests an armed escort for the Mexican president on his trip to Washington. Lee Aaker, Jim L. Brown. (Film)
- 11** THREE STOOGES—Comedy
- 6:50 **11** CARTOONS—Kids
- 7:00 **4** **10** HIGH ADVENTURE—Thomas  
**SPECIAL** **COLOR** "From the Persian Gulf to Zanzibar" In this one-hour film Lowell Thomas narrates highlights of a

voyage from Dibai, on the southern shore of the Persian Gulf, to the island of Zanzibar in the Indian Ocean

"Rawhide" will not be seen tonight

- 5** **6** ELLERY QUEEN—Mystery  
**COLOR** At a carnival, Ellery is warned that there is trouble brewing on the midway. Lee Phillips. (Tape)
- 8** WALT DISNEY—Cartoon  
"Toot, Whistle, Plunk and Boom." a history of musical instruments presented in animated form

**11** MOVIE—Comedy  
"Man-proof" (1938) Carrying a torch for a man who preferred a wealthy socialite, a girl awaits his return from his honeymoon. Rosalind Russell, Franchot Tone, Myrna Loy, Walter Pidgeon

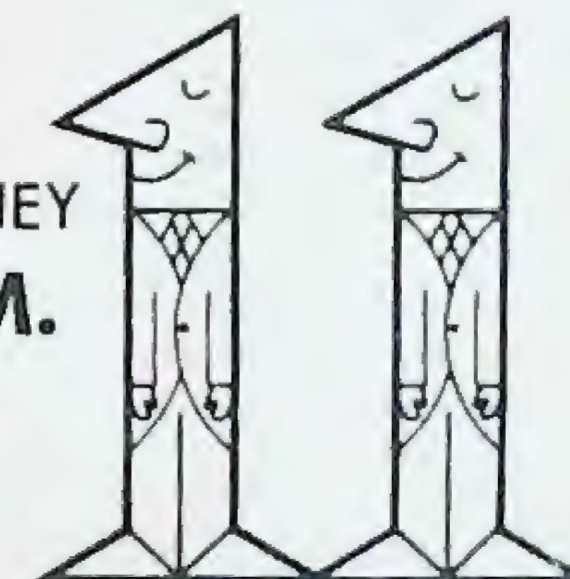
- 8:00 **4** **10** PHIL SILVERS—Comedy  
"Warrant Officer Paparelli" Sgt. Bilko gets Pvt. Paparelli promoted so that Paparelli can serve as his spy in the officers' quarters. Paul Ford. (Film)
- 5** **6** M SQUAD—Police  
"The Vanishing Lady" Lt. Ballinger at-

# YANCY DERRINGER

A secret Federal agent, an ex-Confederate officer,  
a gambler and a rogue.

Starring **JOCK MAHONEY**  
**FRIDAY 9:30 P.M.**

channel



tempts to track down a murder witness who wishes to aid the police but remain anonymous. Lee Marvin. (Film)

## 8 TOMBSTONE TERRITORY

"Payroll to Tombstone." As the stage from Tucson comes to a stop, a man flees from the store pursued by the proprietor. Pat Conway. (Film)

## 8:30 4 10 SCHLITZ PLAYHOUSE

Scott Brady and Ernie Kovacs in "The Salted Mine." Alice Batson hires Slade, a private detective, to determine whether she has been swindled in her purchase of a worthless mine. (Film)

Last show of the season.

## 5 6 THIN MAN—Mystery

Playboy Kewpie Amoroso is the latest favorite of the international sportscar racing set. Nick regards him with suspicion. Peter Lawford. (Film)

## 8 77 SUNSET STRIP—Mystery

"A Check Will Do Nicely." Private investigator Stuart Bailey is asked to polish up his French and find the abductors of an American schoolgirl in Paris. Efrem Zimbalist, Jr., Edward Byrnes. (Film)

## 11 UNION PACIFIC—Adventure

"Deadline." A difficult situation arises when a federal agent is late with important funds. Jeff Morrow. (Film)

## 9:00 4 10 LINEUP—Police

"The Trap-door Spider Case." After brutally beating a real-estate operator, bandits rob his office. Tom Tully. (Film)

## 5 6 BOXING—Miami Beach

Paul Jorgensen, Port Arthur, Tex., vs. Harold Gomes, Providence, R.I., featherweights, 10 rounds. Jimmy Powers reports from the Miami (Fla.) Exposition Hall.

## TV GUIDE RATINGS

	Rating	Bouts	W	L	D	KO's
Jorgensen	2	85	76	5	4	28
Gomes	Unrated	46	42	4	0	22

This match pits the boxing ability of Jorgensen against the punching power of Gomes. Scoring by points.

Compiled by Nat Fleischer (The Ring)

## 11 FRONTIER DOCTOR—Western

"The Confidence Gang." A writer almost loses his life. Rex Allen. (Film)

## 9:30 4 PERSON TO PERSON—Morrow

Comedienne Audrey Meadows substitutes for Edward R. Morrow, who is in Eur-

ope She visits Josh Logan and Jimmy Cannon, sports columnist.

## 8 HIGHWAY PATROL—Police

Chief Mathews clears his assistant of a false hit-and-run charge. Broderick Crawford. (Film)

## 10 MIKE HAMMER—Mystery

"Requiem for a Sucker." Mike literally uses his nose as he attempts to solve a murder. Darren McGavin. (Film)

## 11 YANCY DERRINGER—Adventure

"The Gun That Murdered Lincoln." Yancy is accused of having sold the assassination weapon to John Wilkes Booth. Jock Mahoney, X. Brands. (Film)

## 9:45 5 6 JACKPOT BOWLING—Allen

Dick Hoover is one of tonight's competitors. Mel Allen reports from Wayne, N.J.

## 10:00 4 5 8 10 NEWS

## 6 WEATHER, NEWS, SPORTS

## 11 MOVIE—Drama

"Conquest." (1937) Ft. Worth TV Debut The story of Napoleon's love affair with the wife of a count. Greta Garbo.

## 10:10 8 WEATHER—Dale Milford

## 10:15 4 5 10 WEATHER

## 8 NEWS—John Daly

## 10:20 4 PEOPLE AND PLACES—Hogan

## 10:25 5 NEWS—Charles Murphy

## 10 SPORTS—Ben Vaughn

## 10:30 4 MOVIE—Western

"The Timber Trail." (1948) A cowboy attempts to track down stagecoach robbers. Monte Hale, Lynne Roberts.

## 5 SPORTS—Bud Sherman

## 6 JACK PAAR—Variety

## 8 MOVIE—Drama

"Tiger in the Smoke." A woman receives a letter from her husband whom she thought was killed. Muriel Pavlow.

## 10 MOVIE—Mystery

"The Green Glove." (1952) An American in Southern France traces a stolen jeweled gauntlet. Glenn Ford.

## 10:35 5 JACK PAAR—Variety

## 11:30 11 MOVIE—Western

"The Three Outlaws." (1956) Three outlaws flee to South America with their loot. Neville Brand, Alan Hale.

Stations reserve the right to make last-minute changes.

# STATE OF TELEVISION

Third of a series

# VIOLENCE

## AND YOUR CHILD

When television became part of the home, parents could no longer control the impact of the outside world upon their children once the children could walk across the room and turn a knob.

When the outside world came into the home only through reading, parents could protect their children until they learned to read, and even later, to some extent, by selecting what reading matter was bought and brought into the home or borrowed from the public library. When radio arrived, the outside world entered earlier, when children were about four. And American children now meet the pressures of a world teeming with conflict and contrast, with the vividness of television, by the age of two.

Parental concern over the effect

of television violence on their children is therefore sharpened by the age of their children's exposure and by their relative helplessness to choose what their children see.

In the past, juvenile delinquency and crime have been blamed on dime novels, movie serials, horror comics and radio serials. The last few years have seen a spate of accusations against television violence as a "cause" of the juvenile delinquency that ravages our children in cities—cities with and without any of these mass media "causes"—in every part of the world. TV has also come in for many of the accusations once hurled against radio, which now, amusingly enough, seems by contrast to have been converted into a "good influence" (which makes one wonder whether the *continued*

BY MARGARET MEAD

A world-famed anthropologist's analysis of both  
the good and the bad influences



Dr. Margaret Mead is the author of more than a dozen books on contemporary cultures. She is associate curator of ethnology at the American Museum of Natural History and adjunct professor of anthropology at Columbia University.

word "good" does not, in this sense, simply mean "weaker"). Television, with the strongest immediate appeal to the child and adolescent viewer, becomes—because more potent—more likely to be blamed for anything that is going wrong in children's and adolescents' adjustment to contemporary society.

The whole argument also is obscured by the tendency to treat all violence as identical—news releases of actual crimes, the spot telecasts of mob scenes, fictional detective stories, Westerns, "space operas" and the enactment by puppets of traditional fairy tales, where giants and witches abound. All of this is "violence" in the eyes of many critics,

who lump together every occasion on the screen in which anyone—real or unreal, past, present or to come—hits, maims, kills, eats, disembowels or regurgitates some other creature. The opponents of those who would sweep violence from the screen naturally respond that the children enjoy conflict and scream with delight when pies fly through the air and hit someone plop in the face, and that taking violence out of television, or out of children's programs, would reduce them to a dull milk-and-water fare not worth looking at. "But," those who oppose violence respond, "can we afford to turn our children into monsters of crime by exposing them to violence which calls aloud for emulation of the criminal exploits in the telecast?"

In a way, both sides are right, but they are not talking about the same thing. Children—and adults—do enjoy violence and the suspense, horror and release that go with tales that include violence. Children in particular enjoy seeing safely enacted in an unreal world dreadful deeds which they daydream about but would never dare imitate. Parents do seem like giants to children, and it's delightful to see them bested by giant-killers, aged nine or 10. Policemen are used to terrorize small children into good behavior. How delightful to watch one fall flat on his face! It is tiresome to have good table manners, and a glorious relief to see grown men throwing pies in each other's faces. The dark is a fearsome thing, and night terrors, lived through in the soft glow of a room lit by the light from the screen, become manageable and tame. Children even feel better, more like good children, their anger and hate drained safely out of them, after watching stories in which the

weak encounter, battle and defeat the strong.

All this is true, and those who would denature fairy tales; water down Red Riding Hood, and take the chase, the shooting and the victory out of Westerns are actually constructing a world with escape without catharsis, without safe fantasy for childish aggression.

But all this holds only when the story on the screen is palpably fiction, fantasy and unreal. Children who are furiously angry with their parents know that they cannot do without them, even for a night. They can revel in the exploits of the good, lonely Hero fighting against the Bad Man and go to bed clear-eyed and innocent. But one scene in which someone who might really be themselves, now or in the future, actually kills real human beings who might be their parents or their teachers or their older brothers and sisters is quite a different matter.

This is too frightening to treat as a welcome fantasy-escape from the little hates of everyday. And for the occasional lonely child, consumed with hatred of some powerful adult, television shows which simulate reality so closely that the fiction is lost, or which report on real crime, become poison from which there is no escape. The violence on the screen is no longer an escape, but a prescription for murder, festering in the mind of the child trapped alone with its hatred, while the screen unfolds the details of crime. The practice of networks in reporting crime or in depicting fiction as if it were real life, with no guidelines to say to the watcher, "This is fiction, this isn't and couldn't really be you," is terribly dangerous.

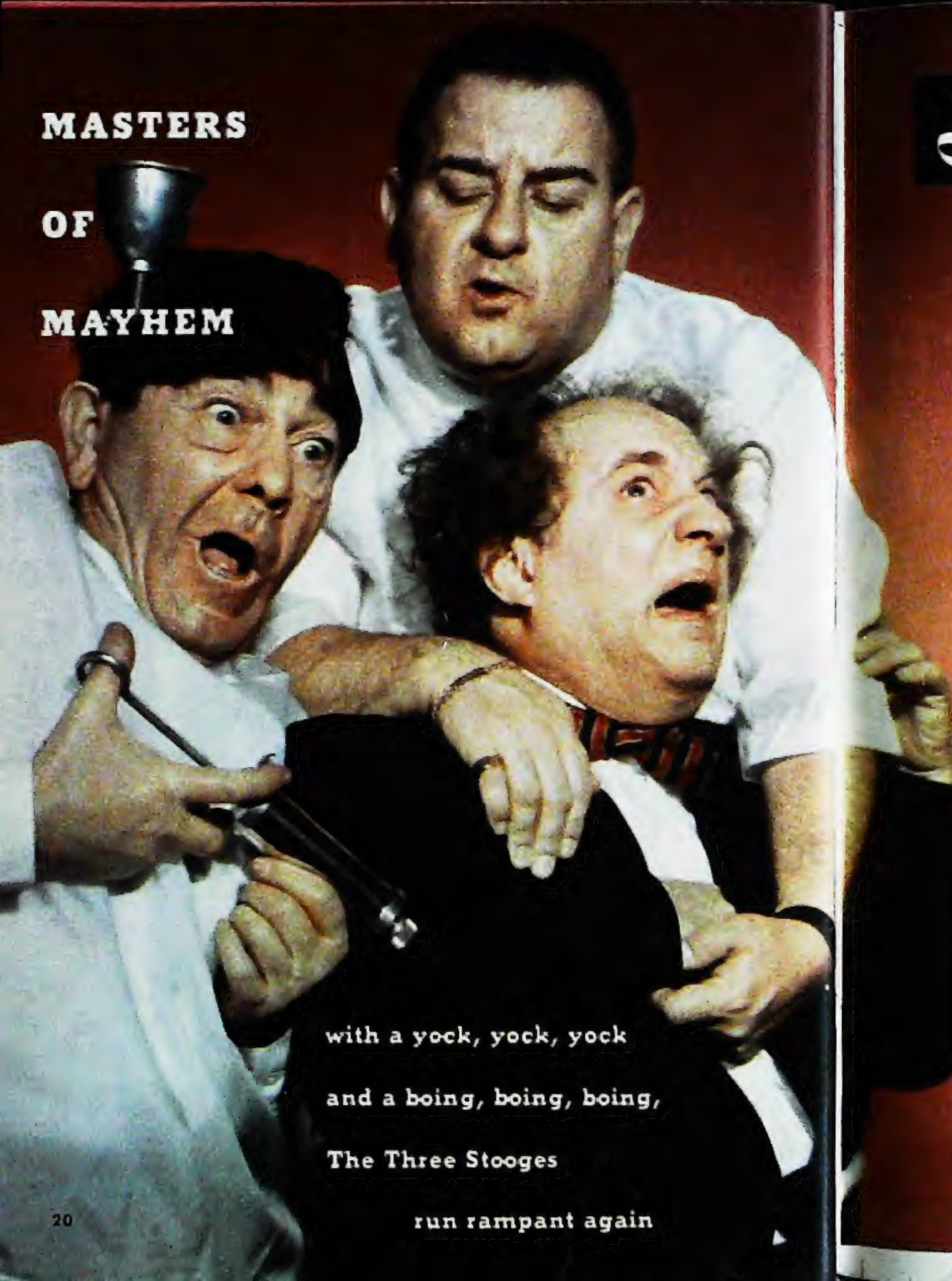
As long as such programs remain on television, parents themselves have one redress against fiction

clothed in life's reality. If they watch fiction with their children, they can interject a running commentary, in which the words "story," "just a story," "not real" are introduced, and so they can provide what the television program should itself provide: a protection for the child. But they cannot do this with a telecast of real crimes, if child murderers or murdered children are shown on the screen.

The parent cannot say, "This is not real"; and the child begins to ask, "Is this what children like me do when they are angry?"; or "Is this what my father or mother might do to me?" For the lonely child who hates because he or she is lonely, there are likely to be no parents to comment and give protection against fiction, and the screen becomes an incentive and program for possible crime. There it is not so much a question of how many actual crimes are committed as the damage done to a human being set to dreaming by an instrument which claims to serve society.

Television is not, of course, the only offender in the gloating, detailed report of crime. Radio and the tabloids also batten on the morbid curiosity born of incipient murderous impulses in the minds of frustrated, hating people. But television's responsibility is unique because here it is small children whose minds are exposed to the horror and violence of real crime. If television can take responsibility for the way in which it provides a window on the world for little children, then it can continue to provide the excitement of fairy stories and Westerns, without which life would be tame indeed (and for which the demand is insatiable), and voluntarily refuse to tempt children's minds over the brink of crime.

# MASTERS OF MAYHEM

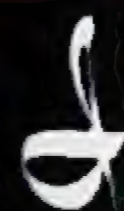


with a yock, yock, yock

and a boing, boing, boing,

The Three Stooges

run rampant again



f Little Crockery, who has always been a quiet child, suddenly forks his fingers into Mother's eyes, it's probably too late to do anything about it. Too bad the storm warnings never went up!

The fact is that The Three Stooges, after several years in obscurity, are with us again. This is rather rough on mothers, but the kids are happy.

The Stooges—in the flesh at left—are. Moe, the fellow with the greasy bangs; Larry, the one with hair like the inside of a sofa; and Joe, the fat one with hair similar to what you'd find on a dirty tennis ball. The Stooges for years were in almost total eclipse, but now they're on TV through syndication—by a firm named Screen Gems—of 78 of their old movie shorts, and are planning their own series.

These films are being shown on more than 85 stations. In Chicago their rating jumped 16 points in three months. In Philadelphia last month they had a 27.8 American Research Bureau rating, in Detroit a 14.8. Latest New York rating is 17.9.

In addition, they're making personal appearances all over the land and have turned up on *The Steve Allen Show* and *Masquerade Party*.

Moe Howard, who does most of the talking for the other two Stooges (Joe De Rita has succeeded Curly Howard, the fat Stooge most often seen in the television films, who died in 1952), was talking as usual while having his bangs clipped in a

Broadway barber shop.

"Speedy," he said to the barber, "clip! clip! clip! Not too short. That hair is my living."

"I know! I know!" said the barber enthusiastically. "When you go outta here, you look just like when you come in!"

"Don't play up that business about mothers," Moe told a reporter menacingly. "The kids used to hiss me in the street. Now they behave fine. They have very good manners. The other day when we finished our act a little girl came up and kissed me. That wouldn't have happened in the old days."

From an adjacent barber chair, Larry Fine spoke up. His barber stepped back and surveyed Larry's wild hair apprehensively.

"The kids paint our faces on eggs and electric light bulbs now," said Larry. "They used to throw those things at us."

"Kids is kids," said Moe firmly, withering Larry with a beady stare. "We've went through two generations already and I'll tell you now. Kids is still kids."

In all their movies Moe played the mean Stooge, the fellow who got the other two in trouble. Curly played a likable simpleton who got into everyone's hair. And Larry says he has the hair "everyone got into."

The Three Stooges were born, artistically speaking, 36 years ago. In 1923, Moe and one of his brothers, Shemp, had a dramatic act, and a boyhood friend, the late Ted Healy. *continued*

was a young acrobat. One night at a theater in Brooklyn, Ted's assistant acrobat walked out and Moe offered to fill in. He gummed up the act completely but Healy was impressed. In a week Healy, Moe and Shemp were touring the provinces in a comedy acrobatic act called "Ted Healy and His Gang."

In Chicago, Healy added Larry Fine, a wild-haired little fiddle player, to the act, which immediately became "Ted Healy and His Three Southern Gentlemen." (Later, Shemp left the act and was succeeded by Curly.) For nearly 10 years Healy and company toured the big towns and the tank towns, absorbing both kudos and clouts as they traveled. In 1930 they made a movie, "Soup to Nuts," which threatened to turn Healy, at least, into a star.

Healy was not unaware of this, and soon began to eye the Stooges doubtfully.

"Ted loved us," said Moe. "He was always great to us. But I thought it was time we moved on. So I spoke up. 'Ted,' I said, 'you've been grand to us all these years. If you have a chance to make yourself a big star without us, go ahead. We'll make out all right.'"

An engaging smile spread over Healy's features as he accepted Moe's suggestion. Moe, Larry and Shemp were now unemployed.

Moe leaned back in his barber chair and relished the recollection of the moving moment.

"I walked out the front door of Ted's office and ran into a talent scout from Columbia Pictures. He signed Larry, Shemp and me immediately as 'The Three Stooges.'"

"And I walked out the back door and ran into a talent scout from

Universal-International," Larry broke in. "And he signed us up immediately too."

"They're still suing, I think," said Moe with a sigh.

The Stooges made 200 shorts for Columbia, all of which in time will be seen on TV. When Curly died in 1952 he was succeeded eventually by Joe, whom Moe discovered standing in front of a Hollywood restaurant and signed forthwith—because he looked like Curly.

Moe describes Stoogian comedy as "deflation comedy." A deflation gag, he says, is "when we hit an elegant lady in the squash with a pie. It deflates her."

"We're called 'sight' comics," said Moe between the snips of his barber's shears. "But we're also 'sound' comics. When I belted Curly with a mallet, you heard a clear, bell-like sound. And when Larry runs a comb through his hair, you hear a crackling sound, like someone had exposed a live wire."

Although Moe and Larry have been slapping each other around for decades, they wear little scar tissue. Once both fell downstairs during a mock fight and wound up in adjoining hospital beds, still frozen in the attitudes of combat. Again, Larry sustained a brain concussion when a breakaway chair didn't break. And once Moe, in a phony football huddle, clouted Larry so robustly in the jaw that Larry's eyes crossed.

"We shot a close-up of Larry right then," said Moe as he arose from the barber chair. "Best shot in the whole film."

After Larry's tresses were combed, the Stooges departed. That barber shop—and those barbers—may never be the same.



Everybody watches their favorite shows each week until something new or special comes along...

THIS IS  
A HORSE OF  
ANOTHER  COLOR!

Part of the wonder of living today is the possibility of participating in some great event via the magic of TV. Subscribers to TV GUIDE rarely miss these experiences because they are constantly aware of what to expect on TV every moment of the day.

Let your family share the benefits of TV GUIDE every day of every week. Take advantage of a  
GREAT SPECIAL INTRODUCTORY OFFER

**34 weeks only \$2.88**

Less than 9c a copy    Subscribe today.



TV GUIDE, Dept. 312, Box 400, RADNOR, Pa.

My check or money order is enclosed.

- ☐ Please enter my TV GUIDE subscription for 34 weeks for \$2.88  
☐ Gift    ☐ New    ☐ Renewal    ☐ I prefer 52 weeks for \$5.00

If renewal, enclose mailing label from cover

Name \_\_\_\_\_  
please print

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_  
zone

Sign gift card \_\_\_\_\_

To insure proper program listings, insert in this space the key number from top of the "LATE and EXCLUSIVE" page in the Program Section

Key Number



## EGGS-ACTLY RIGHT FOR EASTER

When the girls drop in, surprise them with these easily prepared menus

TURN PAGE FOR RECIPES



## Eggs-actly for Easter/ continued

Now is the time, to paraphrase the saying, to put all your eggs in more than one basket. This is what TV GUIDE has done in its Easter-season food presentation (see picture on previous pages).

Many families will round out Easter Sunday's activities next week by watching some of the special television shows, including Mary Martin's two performances on NBC.

These suggestions go well with the holiday TV fare and are equally good for those spring luncheons when the girls drop over for an afternoon of television or bridge. Included are a variety of deviled eggs, gelatin eggs, chicken salad in fluted tartlets; and, for tradition's sake, we add ham rolls stuffed with egg salad.

### Stuffed Eggs and Variations

- 6 hard-cooked eggs
- ¼ cup mayonnaise
- ¼ tsp. salt
- ¼ tsp. pepper
- 1 tsp. prepared mustard
- 1 tbsp. pickle relish

Split eggs, carefully remove yolks. Mash yolks, add remaining ingredients. Fill whites with mixture. Garnish as desired. 12 servings.

### Variations:

- Add ½ tsp. chili powder, 2 tbsp. chopped ripe olives to basic mixture.
- Add ¼ tsp. curry powder to basic mixture. Garnish with toasted, slivered almonds.
- Add 1 tbsp. deviled ham to basic mixture.

### Gelatin Eggs

Make a small hole at each end of the egg shell, break the yolk and shake the egg out. (Use broken eggs for scrambling.) Rinse shell with cold water and drain. When dry, cover one hole with tape and fill egg shell with one of the following gelatin mixtures. Refrigerate, upright, until firm.

Remove shell, decorate with softened cream cheese in a pastry tube. Serve in a basket on a bed of green-tinted coconut.

### Gelatin Flavors:

- Dissolve 1 pkg. strawberry-flavored gelatin in ¾ cup hot water. Add 1 cup pineapple juice. Fills 7 eggs.
- Dissolve 1 pkg. lemon-flavored gelatin in ¾ cup hot water. Add 1 cup orange juice. Fills 7 eggs.
- Dissolve 1 pkg. lime-flavored gelatin in ¾ cup hot water. Add 1 cup ginger ale. Fills 7 eggs.

### Ham and Egg Rolls

- 12 thin slices boiled ham
- 6 hard-cooked eggs, chopped
- ½ tsp. salt
- ¼ tsp. pepper
- 3 tbsp. chopped green onions
- ¼ cup mayonnaise
- 2 tbsp. catsup
- ½ tsp. dry mustard

Combine eggs, seasonings, onions, mayonnaise, catsup and mustard. Divide egg salad among slices of ham. Roll and fasten with toothpicks. Refrigerate. Slice in one-inch pieces. Makes 36 rolls.

### Chicken-Salad Tartlets

#### Egg Pastry:

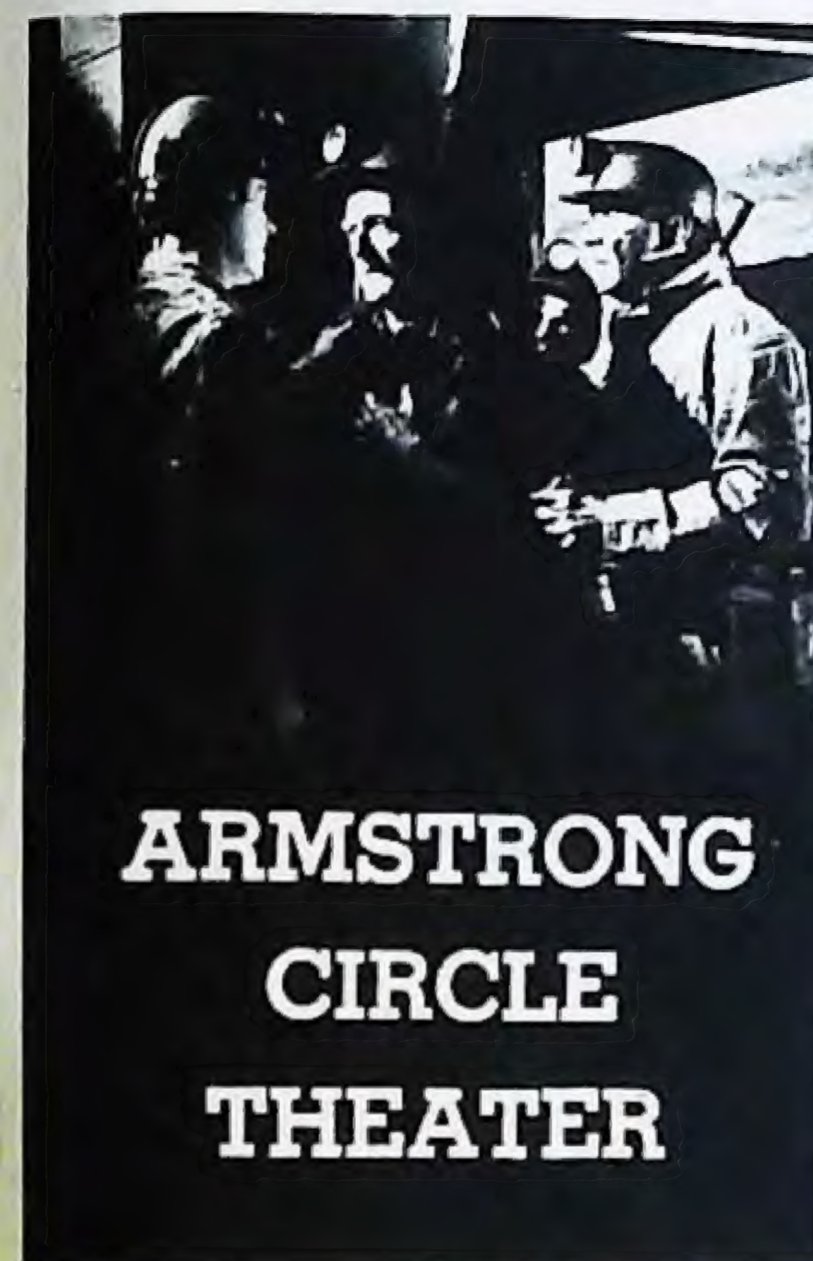
- ½ cup shortening
- 1½ cups sifted all-purpose flour
- ¾ tsp. salt
- 1 egg, slightly beaten
- 1 tbsp. lemon juice

Cut shortening into flour and salt which have been sifted together. Whip egg and lemon juice together, add to flour mixture. Add enough water to make a soft dough. Roll out on floured board, cut in 3-inch circles and fit into 2-inch tart or muffin pans. Prick with a fork. Bake at 450°F. for 10 to 12 minutes or until golden brown.

#### Chicken Salad:

- 1½ cups diced chicken, cooked or canned
- 1 cup diced celery
- 1 tbsp. chopped parsley
- 1 tbsp. grated onion
- ½ tsp. salt
- ¼ cup mayonnaise
- ¼ cup chopped, toasted almonds

Combine all ingredients and chill. Line cooled tart shells with a small piece of lettuce and heap with salad mixture. Makes 24 tarts.—Evelyn Bigsby



A scene from Circle Theater's 'Miracle at Springhill Mine.'

Occasionally, the show will fictionalize a composite of actual case histories, always with a message in mind. A recent example was "House of Cards," a dissertation on a disease known as compulsive gambling, that pointed out not only the evils thereof but how one might go about curing it.

Typical of the Circle Theater mold was "Miracle at Springhill Mine," which told the story of the two-week rescue operation following the October 1958 Nova Scotia mine disaster. It was a gripping bit of theatrics, made all the more so by the viewer's knowledge that what he was watching actually did happen. As is generally the case, the story was told from a reporter's point of view, and the reporter himself—in this instance a disc jockey who happened to be near the scene—had a few words to say at the close.

Circle Theater may not be as "distinguished" as some of its latter-day contemporaries, possibly because its stories are told by life itself rather than by literary-minded writers with carefully built reputations. Nevertheless, it is a biweekly haven for those seeking drama that is both interesting and exciting, and there is not much of that left on TV these days—D. J.

## REVIEW

As one of the pitifully few survivors of the put-it-on-film blight that has decimated the ranks of the long, live dramas, Armstrong Circle Theater, almost by default, is close to the top of the heap. The fact that there are only two other regularly scheduled survivors, however, doesn't detract one iota from the show's own intrinsic worth.

Circle Theater has, in fact, the lone "gimmick" of any hour-long dramatic show, dead or alive. Its forte is dramatizing actual news events, sometimes even interspersing the live portions of a drama with newsreel clips of the event (a not overly successful practice, and one that could be dispensed with) and then winding up by presenting the real-life central character.



N

ot to be outdone by Broadway, which has been casting Oriental actors like mad this season, television has acquired its own beautiful flower of the East. She is billed as Lisa Lu but her true Chinese name is Lu Yen-Hsiang, which means "The Fragrance of Peking."

Born in Peking 27 years ago and raised in Shanghai, Miss Lu learned to speak English so flawlessly that when she came to America permanently in 1956 it was as a teacher of Chinese to GIs in an Army language school at Monterey, Cal. Lisa taught six months before she, her husband (an artist in traditional Chinese style) and three children moved on to Los Angeles, where The Fragrance of Peking studied at the Pasadena Playhouse, and hence matriculated into television.

Today she's seen on Yancy Derringer as the glamorous proprietress of a saloon. This is in addition to some 17 appearances on everything from Telephone Time (her first show) to "The Nightingale," on Shirley Temple's Storybook.

Lisa has been captivated by the theater ever since, as a child, she went to her first Chinese opera, and later saw her first American movie. But acting has been frowned upon for high-born Chinese girls (her family were scholars). Lisa wrung a promise from her parents not to interfere with her acting if she completed her education in financial administration.

And when she married in 1949, her husband promised that she would be free to pursue her career. Finally, at the University of Hawaii, she began to study drama and to appear in little-theater plays.

Despite breaking with some Oriental customs, Lisa has always preserved her Oriental identity. Even now she wears the traditional clothes of her country—tailored in Hong Kong.

Lisa's ultimate goal is something fairly serious in acting. Television she likes because "it is a challenge. You have to be a very good actress to work so fast." But most of all she would like to make "a movie which would introduce the real Chinese culture and philosophy to the West," another which would do the same for Western culture in the East.

Meanwhile, her years spent in educating herself for her career have paid off. She is even making a movie—"One-Eyed Jacks," with Marlon Brando, whom she describes as "hao-chi-la!"—"perfectly marvelous!"

'HAO-CHI-LA'



The Chinese have a word

for Lisa Lu



TRANSLATION:

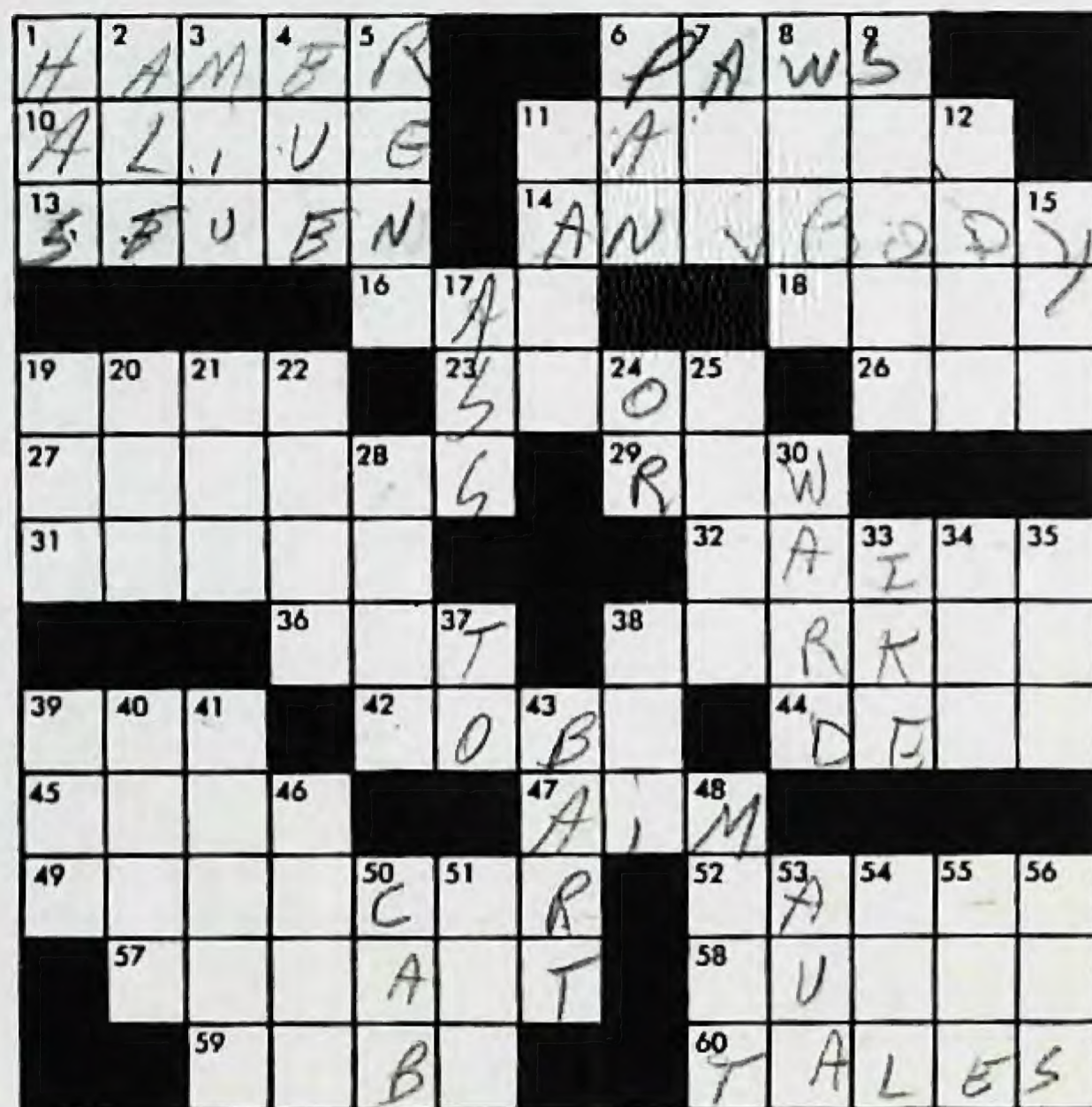
'PERFECTLY

MARVELOUS'

# Television Crossword

## ACROSS

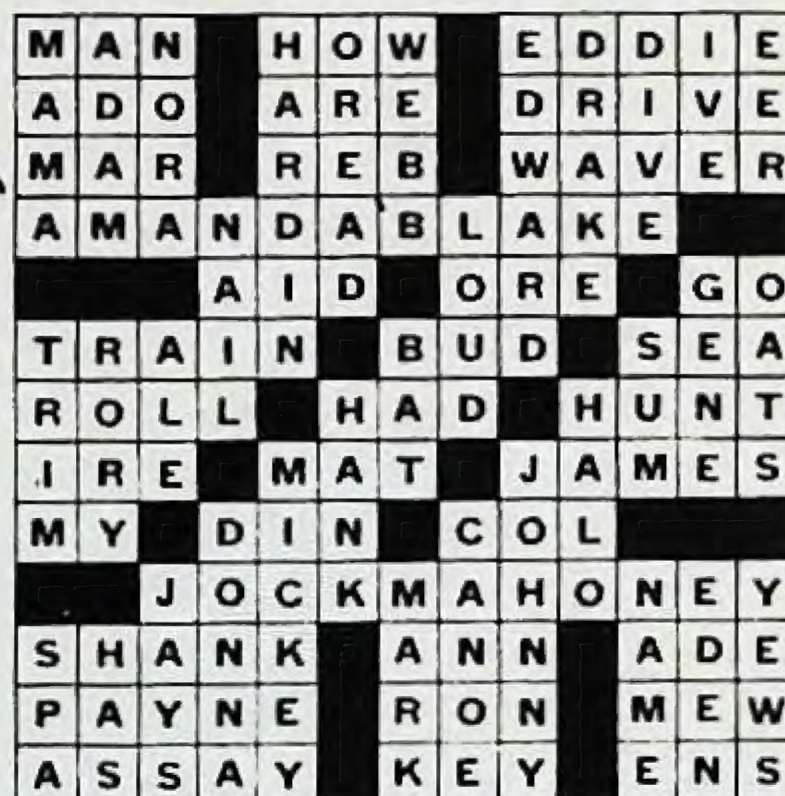
- 1 Danny Thomas' son
- 6 Lassie's feet
- 10 Wanted—Dead or —
- 11 Host of All-Star Golf
- 13 TV company, Mark —
- 14 — Can Play
- 16 Sailor
- 18 Tidbit for Rin Tin Tin
- 19 Joey on Circus Boy
- 23 TV oldie, — the Music
- 26 Make lace
- 27 Merry of 41 Down
- 29 Unprepared
- 31 Last name of 19 Across
- 32 Big Payoff host
- 36 Have supper
- 38 Star of The Texas Rangers
- 39 Casey Jones's job (abbr.)
- 42 Heads (sl.)
- 44 Bambi's one
- 45 Galahad and Churchill
- 47 Draw a bead
- 49 Smith on 77 Sunset Strip
- 52 Brave —
- 57 Mr. Zimbalist's role
- 58 Advantage
- 59 Songstress Lane
- 60 — of Wells Fargo



See next week's TV GUIDE for solution

## DOWN

- 1 Possesses
- 2 Malt beverage
- 3 1004 (Rom.)
- 4 Miss Arden
- 5 Lease
- 6 TV's Peter —
- 7 No matter what one
- 8 Mr. Dragnet
- 9 Discharge
- 11 U.S. Army anti-tank missile
- 12 Novelist Ferber
- 15 Nevertheless
- 17 Donkey
- 19 Seize
- 20 Single unit
- 21 Summer drink
- 22 Hither
- 24 Truth —
- 25 Theo Goetz on The Guiding Light
- 28 An actor named Robert
- 30 Wagon Train's Bond
- 33 Mr. President
- 34 Horse right!
- 35 Go astray
- 37 Tell the Truth
- 38 Twenty-third Greek letter
- 39 Letter 'S'
- 40 Bites
- 41 Lori Nelson on How to Marry a Millionaire
- 43 A Maverick
- 46 Ignore
- 48 Food in general
- 50 Taxi
- 51 Before
- 53 Actress Gardner
- 54 Girl (sl.)
- 55 Recline
- 56 Overhead railways



Answer to last week's puzzle

TV Teletype / CONTINUED FROM PAGE 6

## HOLLYWOOD Dan Jenkins reports:

MILTON BERLE will do his last show of the season May 13, will not return next season for Kraft. But he owns the color tapes on all 26 of his current season's shows and has plans to rerun them some time in the future . . . LAWRENCE WELK's Wednesday night show may end in May too, the sponsor having declined to go for a third season. His Saturday night hour will continue.

\* \* \*

An upcoming 77 Sunset Strip episode, "Bourbon Street Beat," is the test film for a planned hour-long film series . . . BARBARA BAIN is leaving CBS's Richard Diamond, Private Detective series after only five episodes. She'll take a Broadway role.

\* \* \*

ESTHER WILLIAMS will not do her TV series for Fox. "The series is my own idea," she says, "not theirs, and I want to be fully responsible for it, good or bad. I want a creative partnership, not another term contract with a major studio." She will set up such a partnership, probably with either Four Star (DICK POWELL) or CBS, fully intends to be on the air in the fall.

\* \* \*

Singer CONNEE BOSWELL will be a regular on Pete Kelly's Blues, new series bowing on NBC March 31 . . . The Texan is one of the first new shows of the season to come up with a full 39-week renewal for next season.

\* \* \*

Las Vegas will be the site of the World Congress of Flight and an April 19 hour-long special via NBC dealing with outer space . . . JAMES MICHENER's hour-long Adventures in Paradise series has been bought (for an initial 13 weeks) by ABC. It's being scheduled for Monday nights, alternating with the returning Cheyenne . . . The May 6 Emmy Awards to present talent from all over the world as a salute to TV's international growth.

\* \* \*

Recommended for consecutive scheduling: You're Only Young Once (with DEAN JONES) and You're Only Young Twice (with GEORGE MURPHY) . . . WALLY (Mr. Peepers) COX will be a guest in a Wagon Train episode by writer DAVID (Mr. Peepers) SWIFT . . . CLARK GABLE and CARY GRANT have agreed to appear on the April 6 Oscar telecast.

\* \* \*

Peck's Bad Girl, starring PATTY McCORMACK and WENDELL COREY, now has two firm sponsors, will definitely be on the CBS fall schedule . . . FRANKIE LAINE's next two straight dramatic roles will be in Rawhide and G.E. Theater . . . RONNIE BURNS will do a Millionaire episode titled "Matinee Idol."

\* \* \*

Bing Crosby Enterprises has completed its first series test film for ABC, Lincoln Jones, starring JAMES WHITMORE and newcomer PEGGY MCKAY . . . Test film for the long-planned Mr. Belvedere series is set to shoot this spring. HANS CONRIED will play the title role.

A new idea  
in smoking!

# Salem

refreshes your taste

Watch  
"WAGON TRAIN",  
starring  
Ward Bond & Robert Horton  
NBC-TV • Wed. Night  
•  
"PEOPLE ARE FUNNY",  
starring  
Art Linkletter,  
NBC-TV • Sat. Night  
sponsored by •  
Salem Cigarettes



- menthol fresh
- rich tobacco taste
- modern filter, too